



Rita Moreno <rita.moreno@lacity.org>

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## City Clerk Response to Louis V. Traeger

1 message

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**Rita Moreno** <rita.moreno@lacity.org>

Fri, Jun 3, 2016 at 12:02 PM

To: Tara Devine <tara@devine-strategies.com>

Cc: Miranda Paster <miranda.paster@lacity.org>

Hi Tara,

It was nice meeting you yesterday. Per your request, attached is the City Clerk's response to the letter received by Mr. Louis V. Traeger protesting the inclusion of his property in the proposed Venice Beach BID.

Note we are also sending a copy to the Engineer, Ed Henning.

Thank you and let me know if you have any questions.

Rita

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



**Letter to Louis V. Traeger.pdf**

573K

HOLLY L. WOLCOTT  
CITY CLERK

# City of Los Angeles CALIFORNIA

SHANNON D. HOPPE  
EXECUTIVE OFFICER



ERIC GARCETTI  
MAYOR

OFFICE OF THE  
CITY CLERK

NEIGHBORHOOD AND BUSINESS  
IMPROVEMENT DISTRICT DIVISION  
200 N. SPRING STREET, ROOM 224  
LOS ANGELES, CA 90012  
(213) 978-1099  
FAX: (213) 978-1130

MIRANDA PASTER  
DIVISION MANAGER

[clerk.lacity.org](http://clerk.lacity.org)

June 1, 2016

Louis V. Traeger

Dear Mr. Traeger:

The Office of the City Clerk is in receipt of your letter, dated May 19, 2016, regarding your property located at 207 E. Horizon Avenue, Venice, CA 90291 and the petition to establish the Venice Beach Business Improvement District. We have noted your opposition to being included in the proposed Venice Beach Business Improvement District the property (Assessor's ID No. 4238 010 016) is a residence and has been used as such continuously since its building in 1923. In addition, it is located in the Venice Historical District (ZI) No. 2453.

The Office of the City Clerk, Neighborhood and Business Improvement District Division (formerly Administrative Services Division, Special Assessment Section) has confirmed that 207 E. Horizon Avenue, Venice, CA 90291 is a single family home and a contributing structure within the Lost Venice Canals Historic District. It is zoned C1-1-0 which allows for limited commercial use (LAMC Chapter 1 Article 2 § 12.13), as well as assessment if an Engineer determines it will specially benefit.

In address of your request to remove said property from the proposed Business Improvement District, the City Clerk does not have the authority to remove or add any properties in a Business Improvement District. However, we will forward your request and this information to the Engineer conducting the survey and analysis for the creation of the Venice Beach Business Improvement District.

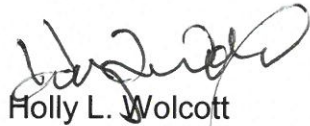
Further, you requested notice of any hearing concerning the approval of the Venice Beach Business Improvement District in order to submit your written opposition. If your property is ultimately included within the Business Improvement District boundaries, a notice of the City Council hearing date will be mailed to you. At the hearing, an opportunity will be provided to protest the establishment.

City Clerk Response to Louis V. Traeger  
June 1, 2016

Page 2

If you have questions related to this letter, please contact Rita Moreno at (213) 978-1122 or via email: [rita.moreno@lacity.org](mailto:rita.moreno@lacity.org). Any questions about the proposed Venice Beach Business Improvement District should be directed to Tara Devine at [tara@devine-strategies.com](mailto:tara@devine-strategies.com).

Sincerely,



Holly L. Wolcott  
City Clerk

cc: Ed Henning, Certified Engineer

HLW:MP:rm



Rita Moreno <rita.moreno@lacity.org>

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## Fwd: Revised Venice Beach BID database

4 messages

Tara Devine <tara@devine-strategies.com>

Fri, Jun 10, 2016 at 1:07 PM

To: Rita Moreno <Rita.Moreno@lacity.org>, Rick Scott <Rick.Scott@lacity.org>

This is the same as the last email; it's just a little easier to read/review the changes as they are consolidated.  
(P.S. Tyler is an analyst who does some of the work on my databases. I do some of the work as well.)

----- Forwarded message -----

From: **Tara Devine** <tara@devine-strategies.com>

Date: Thu, Jun 9, 2016 at 6:19 PM

Subject: Revised Venice Beach BID database

To: Garen Yegparian <garen.yegparian@lacity.org>, Dennis Rader <Dennis.Rader@lacity.org>

I know I sometimes struggle to keep track of these documents and versions, so just to make it easier, here is the most current version again. As you may recall, Tyler submitted a bunch on changes on 5/23, and I made one more the following day (5/24.)

### Tyler's notes on his changes (5/23):

Attached please find an updated database for Venice Beach BID. The changes are reflected in the first tab labeled as VB Assessments-Updated, and the second tab labeled as VB Assessments-Original is there as a reference.

I made changes to the following APNs:

- 4286009091 - Added bldg sf based on assessor's map, but County Assessor's website doesn't have any bldg sf.
- 4286009092 - Added bldg sf based on assessor's map, but County Assessor's website doesn't have any bldg sf.
- 4286012041 - Split the APN to two (4286012044 & 4286012045) and deleted the 041 as County has updated the APN
- 4286028021 - Reduced bldg sf by 100, and reduced frontage to 64 and lot sf to 2979 due to commercial space in the same bldg
- 4286028022 - Reduced frontage to 64 and lot sf to 2979 due to a commercial space in the same bldg
- 4286028023 - Reduced frontage to 64 and lot sf to 2979 due to a commercial space in the same bldg
- 4286028024 - Reduced frontage to 64 and lot sf to 2979 due to a commercial space in the same bldg
- 4286028026 - Reduced frontage to 47 and lot sf to 2598 due to a commercial space in the same bldg
- 4286028027 - Reduced frontage to 47 and lot sf to 2598 due to a commercial space in the same bldg
- 4286028028 - Reduced frontage to 47 and lot sf to 2598 due to a commercial space in the same bldg
- 4286028029 - Reduced frontage to 47 and lot sf to 2598 due to a commercial space in the same bldg
- 4286028030 - Reduced frontage to 47 and lot sf to 2598 due to a commercial space in the same bldg
- 4286028031 - Reduced frontage to 47 and lot sf to 2598 due to a commercial space in the same bldg

The changes will decrease the total assessment by \$4,904.61 which is approximately 0.26% change.

### My notes on my change (5/24):

- 4286008001- We have removed 187 from the F-commercial column (AS) as it is duplicate. The correct frontage of 186.82 remains in the F-residential column (AV.) The very first database was correct; we believe that somewhere during review/revisions that the frontage was accidentally added in again in the commercial column, resulting in a double charge for frontage. We reviewed other parcels looking for duplicate frontage; we found the error was isolated to this APN.

This results in that APN's assessment being reduced from \$5859.49 to \$3,150.60 and a corresponding reduction in the total budget.

**Total change to budget during petition stage: -\$7,613.50**

Warmest regards,

**TARA DEVINE**



DEVINE STRATEGIES  
645 West Ninth St.,#110-293  
Los Angeles, CA 90015  
[310.430.5121](tel:310.430.5121)  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

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*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

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 **2016.05.24 Venice database submitted to City - petition stage revisions.xlsx**  
494K

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**Rita Moreno** <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>  
To: Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
Cc: Rick Scott <[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)>

Fri, Jun 10, 2016 at 1:14 PM

Okay, so this is the "final" one that we need to get back to you on, correct?

[Quoted text hidden]

—  
Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office [\(213\) 978-1122](tel:(213)978-1122)  
Fax [\(213\) 978-1130](tel:(213)978-1130)

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**Tara Devine** <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
To: Rita Moreno <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>  
Cc: Rick Scott <[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)>

Fri, Jun 10, 2016 at 1:29 PM

Yes. To be hyper-precise...final for now. Technically these things are never truly final, because parcel changes can occur or come to our attention at any time.

But unless something new comes up between now and the issuance of ballots, this should be the "final."

We are not aware of any additional changes at this time, so unless an owner makes us aware of another one before the OOI, this is as "final" as it can be.

Every change to any # in the database basically means we have to replace every single number and table in the MDP and ER...that is why it would be helpful to have Garen/Dennis okay these changes before we update the MDP/ER. (We'll need the revised MDP/ER ready to get the OOI scheduled.)

Petitions coming in strongly; I believe we could be 28% or better by the end of today, although Mario's tally may lag mine a little as he has to verify them. In addition, we have a handful that require information, documentation or re-execution to be validated (at least a half-percent that are provisional for now), and quite a few more new ones (including a very large owner) expected soon. The parcel changes I've asked Dennis/Garen to verify also include that large owner, so their review/okay will also help to make sure that those petitions can be verified promptly rather than sit in provisional limbo.

Thanks for your help!

[Quoted text hidden]

---

**Rita Moreno** <[rita.moreno@lacity.org](mailto:rita.moreno@lacity.org)>  
To: Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
Cc: Rick Scott <[Rick.Scott@lacity.org](mailto:Rick.Scott@lacity.org)>

Fri, Jun 10, 2016 at 1:38 PM

Got it. Will follow up with Dennis and Garens to determine status.

[Quoted text hidden]



Rita Moreno <rita.moreno@lacity.org>

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## Fwd: CITY OF LOS ANGELES petitions (Venice)

4 messages

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**Tara Devine** <tara@devine-strategies.com>

Wed, Jun 15, 2016 at 11:06 AM

To: Miranda Paster <Miranda.Paster@lacity.org>, Rita Moreno <Rita.Moreno@lacity.org>, Rick Scott <Rick.Scott@lacity.org>, Rosemary Hinkson <Rosemary.Hinkson@lacity.org>, Dennis Rader <Dennis.Rader@lacity.org>, Garen Yegparian <garen.yegparian@lacity.org>, Mario Montez <mario.montez@lacity.org>

----- Forwarded message -----

From: "Tara Devine" <tara@devine-strategies.com>

Date: May 5, 2016 12:24 PM

Subject: CITY OF LOS ANGELES petitions (Venice)

To: "Miranda Paster" <Miranda.Paster@lacity.org>, "Rick Scott" <Rick.Scott@lacity.org>

Cc:

> Attached please find the City's petitions (5 in one file due to minor owner name variations, but all are City and not a specific department or proprietary) They total **22.98%**. I am not sure how you wish to execute given the max of 20%.

>

> I have also attached the State of California's petitions. The State ceded all operational control of these parcels a LONG time ago, pursuant to the agreement I furnished Miranda last week. The state parcels total **2.01%**.

>

> I haven't forgotten the minor edits to the MDP/ER. Just prioritizing the petition drive right now, and will make those edits when there's a lull. Thanks!

>

> Warmest regards,

>

> **TARA DEVINE**

> DEVINE STRATEGIES

> 645 West Ninth St., #110-293

> Los Angeles, CA 90015

> 310.430.5121

> tara@devine-strategies.com

>

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> Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

>

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### 2 attachments



**CITY OF LA.pdf**  
208K



**STATE OF CALIF.pdf**  
164K

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**Miranda Paster** <miranda.paster@lacity.org>

Wed, Jun 15, 2016 at 11:07 AM

To: Tara Devine <tara@devine-strategies.com>

Cc: Rita Moreno <Rita.Moreno@lacity.org>, Rick Scott <Rick.Scott@lacity.org>, Rosemary Hinkson <Rosemary.Hinkson@lacity.org>, Dennis Rader <Dennis.Rader@lacity.org>, Garen Yegparian <garen.yegparian@lacity.org>, Mario Montez <mario.montez@lacity.org>

Hi Tara.

CD 11 is working to obtain a letter from the State in regards to its petition.

Thank you.

[Quoted text hidden]

--

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacitp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacitp_026712.png)

---

**Tara Devine** <tara@devine-strategies.com>

Wed, Jun 15, 2016 at 11:11 AM

To: Miranda Paster <miranda.paster@lacity.org>

Cc: Dennis Rader <Dennis.Rader@lacity.org>, Rosemary Hinkson <Rosemary.Hinkson@lacity.org>, Mario Montez <mario.montez@lacity.org>, Rita Moreno <Rita.Moreno@lacity.org>, Garen Yegparian <garen.yegparian@lacity.org>, Rick Scott <Rick.Scott@lacity.org>

Thanks. I have seen the letter but am not aware of any response from the state. I will touch base with Debbie to see if anything has transpired.

[Quoted text hidden]

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**Tara Devine** <tara@devine-strategies.com>

Wed, Jun 15, 2016 at 12:30 PM

To: Miranda Paster <miranda.paster@lacity.org>

Cc: Dennis Rader <Dennis.Rader@lacity.org>, Rosemary Hinkson <Rosemary.Hinkson@lacity.org>, Mario Montez <mario.montez@lacity.org>, Rita Moreno <Rita.Moreno@lacity.org>, Garen Yegparian <garen.yegparian@lacity.org>, Rick Scott <Rick.Scott@lacity.org>

Debbie did not hear anything from the state, so she is following up today.

[Quoted text hidden]

## **WHO MAY COMPLETE PETITIONS FOR ESTABLISHMENT OR RENEWAL OF A PROPERTY-BASED BUSINESS IMPROVEMENT DISTRICT**

1. If the property is owned by an individual, the individual may sign.
2. If the property is owned by a corporation, the petition may be signed for the corporation by any officers pursuant to Corporations Code section 313 (i.e., signed by the Chairman of the Board, President, or Vice President and the Secretary, any Assistant Secretary, the Chief Financial Officer or any Assistant Treasurer) or pursuant to the corporate by-laws or by resolution of the corporation's Board of Directors.
3. If the property is owned by a partnership, any general partner may sign.
4. If two or more persons own the property as tenants-in-common, any one tenant-in-common may sign for all.
5. If two or more persons own the property in joint tenancy, any one joint tenant may sign for all.
6. If a property is held by a husband and wife as community property, both must sign the petition.

In the event that more than one of the record owners of an identified parcel submits an petition, the amount of the proposed assessment to be imposed upon the identified parcel shall be allocated to each petition submitted in proportion to the respective record ownership interests or, if the ownership interests are not shown of record, as established to the satisfaction of the agency by documentation provided by those record owners. (Government Code section 53753(e)(l))

NOTE: Both Name and Title of petition signer must be printed **CLEAR AND LEGIBLE** on each petition in order for a petition to be verified. All petitions received are subject to verification and may be rejected if the signer of the petition does not match the legal owner of record or a legally authorized signer.

**PETITION TO ESTABLISH THE  
VENICE BEACH  
BUSINESS IMPROVEMENT DISTRICT**

PURSUANT TO (SECTION 36600 ET. SEQ OF THE  
CALIFORNIA STREETS AND HIGHWAYS CODE)

LEGAL OWNER: **CITY OF LOS ANGELES**

<u>APN NUMBER</u>	<u>SITE ADDRESS</u>	<u>ASSESSMENT AMOUNT</u>	<u>PERCENTAGE</u>
4288029900	NONE	\$1,074.75	0.06%
<b>TOTALS</b>		\$1,074.75	0.06%

☐

YES, I want my property(ies) to be included in this Business Improvement District.

**Property Owner's Name**  
(Please Print or Type)

Property Owner's OR Duly Authorized Representative's  
**Signature**

**Title**  
(Please Print or Type)

**Date**

**STATEMENT OF AUTHORITY TO SIGN THIS PETITION – (Must be completed by petition signer)**

I, \_\_\_\_\_, hereby certify (or declare) under penalty of perjury under the laws of the  
PRINT NAME CLEARLY  
State of California that I am legally authorized as owner, or legal representative of owner, to accept the levy of  
liens (assessment amounts) on the property(ies) listed above. This statement is true, correct, and complete to  
the best of my knowledge as of \_\_\_\_/\_\_\_\_/\_\_\_\_. Petitioner Signature: \_\_\_\_\_  
MONTH DAY YEAR

**NOTE: ALL FIELDS MUST BE COMPLETED. PETITIONS WITH EMPTY FIELDS WILL BE REJECTED.**

**Please Return by Mail to:**  
(an original signature is required)

**Venice Beach BID Steering Committee  
c/o Devine Strategies  
645 West Ninth Street, #110-293  
Los Angeles, CA 90015**



**PETITION TO ESTABLISH THE  
VENICE BEACH  
BUSINESS IMPROVEMENT DISTRICT**

PURSUANT TO (SECTION 36600 ET. SEQ OF THE  
CALIFORNIA STREETS AND HIGHWAYS CODE)

LEGAL OWNER: **L A CITY**

<u>APN NUMBER</u>	<u>SITE ADDRESS</u>	<u>ASSESSMENT AMOUNT</u>	<u>PERCENTAGE</u>
4226001900	26 W MARKET ST	\$51,978.98	2.80%
4226001901	NONE	\$30,484.93	1.64%
4226002900	2300 OCEAN FRONT WALK	\$71,432.90	3.85%
4238002900	1234 S PACIFIC AVE	\$27,614.22	1.49%
4238014900	1610, 1608 S PACIFIC AVE	\$7,440.29	0.40%
4238018900	NONE	\$62,098.43	3.34%
4238024900	2102 S PACIFIC AVE	\$16,166.65	0.87%
<b>TOTALS</b>		<b>\$267,216.40</b>	<b>14.39%</b>

☐ YES, I want my property(ies) to be included in this Business Improvement District.

**Property Owner's Name**  
(Please Print or Type)

Property Owner's OR Duly Authorized Representative's  
**Signature**

**Title**  
(Please Print or Type)

**Date**

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VENICE BEACH  
BUSINESS IMPROVEMENT DISTRICT**

PURSUANT TO (SECTION 36600 ET. SEQ OF THE  
CALIFORNIA STREETS AND HIGHWAYS CODE)

LEGAL OWNER: **L A CITY**

<u>APN NUMBER</u>	<u>SITE ADDRESS</u>	<u>ASSESSMENT AMOUNT</u>	<u>PERCENTAGE</u>
4238024902	128 E VENICE BLVD	\$8,215.66	0.44%
4238024903	206 N VENICE BLVD	\$2,943.42	0.16%
4238024905	216 E VENICE BLVD	\$2,629.74	0.14%
4238024906	302 E VENICE BLVD	\$1,314.87	0.07%
4238024907	319 E VENICE BLVD	\$24,976.40	1.35%
4238024908	2106 S CANAL ST	\$4,069.87	0.22%
4238024909	NONE	\$703.20	0.04%
<b>TOTALS</b>		<b>\$44,853.16</b>	<b>2.42%</b>

☐ YES, I want my property(ies) to be included in this Business Improvement District.

**Property Owner's Name**  
(Please Print or Type)

Property Owner's OR Duly Authorized Representative's  
**Signature**

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Los Angeles, CA 90015**

**PETITION TO ESTABLISH THE  
VENICE BEACH  
BUSINESS IMPROVEMENT DISTRICT**

PURSUANT TO (SECTION 36600 ET. SEQ OF THE  
CALIFORNIA STREETS AND HIGHWAYS CODE)

LEGAL OWNER: **L A CITY**

<u>APN NUMBER</u>	<u>SITE ADDRESS</u>	<u>ASSESSMENT AMOUNT</u>	<u>PERCENTAGE</u>
4238024910	210 N VENICE BLVD	\$1,314.87	0.07%
4238024911	125 S VENICE BLVD	\$4,456.56	0.24%
4238025901	NONE	\$4,073.60	0.22%
4238025902	NONE	\$22,171.43	1.19%
4286027902	NONE	\$17,050.35	0.92%
4286028902	NONE	\$13,038.98	0.70%
4286029902	NONE	\$17,922.96	0.97%
4286030903	NONE	\$26,849.63	1.45%
<b><u>TOTALS</u></b>		<b>\$106,878.38</b>	<b>5.76%</b>

☐ YES, I want my property(ies) to be included in this Business Improvement District.

**Property Owner's Name**  
(Please Print or Type)

Property Owner's OR Duly Authorized Representative's  
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(Please Print or Type)

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the best of my knowledge as of \_\_\_\_/\_\_\_\_/\_\_\_\_. Petitioner Signature: \_\_\_\_\_  
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VENICE BEACH  
BUSINESS IMPROVEMENT DISTRICT**

PURSUANT TO (SECTION 36600 ET. SEQ OF THE  
CALIFORNIA STREETS AND HIGHWAYS CODE)

LEGAL OWNER: **LA CITY**

<u>APN NUMBER</u>	<u>SITE ADDRESS</u>	<u>ASSESSMENT AMOUNT</u>	<u>PERCENTAGE</u>
4238025903	NONE	\$6,582.00	0.35%
<b>TOTALS</b>		\$6,582.00	0.35%

☐

YES, I want my property(ies) to be included in this Business Improvement District.

**Property Owner's Name**  
(Please Print or Type)

Property Owner's OR Duly Authorized Representative's  
**Signature**

**Title**  
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**Date**

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2. If the property is owned by a corporation, the petition may be signed for the corporation by any officers pursuant to Corporations Code section 313 (i.e., signed by the Chairman of the Board, President, or Vice President and the Secretary, any Assistant Secretary, the Chief Financial Officer or any Assistant Treasurer) or pursuant to the corporate by-laws or by resolution of the corporation's Board of Directors.
3. If the property is owned by a partnership, any general partner may sign.
4. If two or more persons own the property as tenants-in-common, any one tenant-in-common may sign for all.
5. If two or more persons own the property in joint tenancy, any one joint tenant may sign for all.
6. If a property is held by a husband and wife as community property, both must sign the petition.

In the event that more than one of the record owners of an identified parcel submits an petition, the amount of the proposed assessment to be imposed upon the identified parcel shall be allocated to each petition submitted in proportion to the respective record ownership interests or, if the ownership interests are not shown of record, as established to the satisfaction of the agency by documentation provided by those record owners. (Government Code section 53753(e)(l))

NOTE: Both Name and Title of petition signer must be printed **CLEAR AND LEGIBLE** on each petition in order for a petition to be verified. All petitions received are subject to verification and may be rejected if the signer of the petition does not match the legal owner of record or a legally authorized signer.



**PETITION TO ESTABLISH THE  
VENICE BEACH  
BUSINESS IMPROVEMENT DISTRICT**

PURSUANT TO (SECTION 36600 ET. SEQ OF THE  
CALIFORNIA STREETS AND HIGHWAYS CODE)

LEGAL OWNER: **STATE OF CALIF**

<u>APN NUMBER</u>	<u>SITE ADDRESS</u>	<u>ASSESSMENT AMOUNT</u>	<u>PERCENTAGE</u>
4226001902	NONE	\$10,409.51	0.56%
4226001903	1502-1522 S OCEAN FRONT WALK	\$20,722.86	1.12%
4288029906	NONE	\$0.00	0.00%
4288029909	120 OCEAN FRONT WALK	\$5,091.40	0.27%
4288029910	NONE	\$750.58	0.04%
4288029914	NONE	\$333.89	0.02%
4288029916	NONE	\$0.00	0.00%
<b>TOTALS</b>		<b>\$37,308.24</b>	<b>2.01%</b>

☐ YES, I want my property(ies) to be included in this Business Improvement District.

**Property Owner's Name**  
(Please Print or Type)

Property Owner's OR Duly Authorized Representative's  
**Signature**

**Title**  
(Please Print or Type)

**Date**

**STATEMENT OF AUTHORITY TO SIGN THIS PETITION – (Must be completed by petition signer)**

I, \_\_\_\_\_, hereby certify (or declare) under penalty of perjury under the laws of the  
PRINT NAME CLEARLY  
State of California that I am legally authorized as owner, or legal representative of owner, to accept the levy of  
liens (assessment amounts) on the property(ies) listed above. This statement is true, correct, and complete to  
the best of my knowledge as of \_\_\_\_ / \_\_\_\_ / \_\_\_\_\_. Petitioner Signature: \_\_\_\_\_  
MONTH DAY YEAR

**NOTE: ALL FIELDS MUST BE COMPLETED. PETITIONS WITH EMPTY FIELDS WILL BE REJECTED.**

**Please Return by Mail to:**  
(an original signature is required)

**Venice Beach BID Steering Committee  
c/o Devine Strategies  
645 West Ninth Street, #110-293  
Los Angeles, CA 90015**



Rita Moreno <rita.moreno@lacity.org>

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## Fwd: Venice Beach BID petitions: 6/15/16

3 messages

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**Tara Devine** <tara@devine-strategies.com>

Wed, Jun 15, 2016 at 4:30 PM

To: Miranda Paster <Miranda.Paster@lacity.org>, Rita Moreno <Rita.Moreno@lacity.org>, Rick Scott <Rick.Scott@lacity.org>

FYI to let you know where we are at, and update you regarding Metro as well (see my email to Mario below.)

Yesterday's Mario-verified total was **27.9%**. Today's petitions appear complete, so I expect we will be at **28.41%** once confirmed.

We have almost **1.5%** stuck in verification limbo. I am trying to resolve all of them.

The largest (**0.86%**) is one that I believe Mario has moved up to you for a decision, Miranda.

Snapshot LLC has a 65-year ground lease on a parcel owned by Ekker. Snapshot has signed their petition, but have preliminarily indicated that they will probably not provide a copy of their lease. They are checking with their attorneys; I have had radio silence from them for several days. I do not know why, but I get the sense that they are unwilling to make the lease contents public. Many companies are very protective of information they perceive as proprietary. Is there any alternate form of proof they can offer?

----- Forwarded message -----

From: **Tara Devine** <tara@devine-strategies.com>

Date: Wed, Jun 15, 2016 at 4:22 PM

Subject: Venice Beach BID petitions: 6/15/16

To: Mario Montez <mario.montez@lacity.org>

Today's petitions - two petitions for three properties

If these are verified, I have us at 28.41%.

Also, Metro P&P Committee voted today to support. Goes to board next Thursday, so we will clear threshold then if not sooner.



**ARGYROPOULOS.PDF**

274K

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**Miranda Paster** <miranda.paster@lacity.org>

Wed, Jun 15, 2016 at 4:36 PM

To: Tara Devine <tara@devine-strategies.com>

Cc: Rita Moreno <Rita.Moreno@lacity.org>, Rick Scott <Rick.Scott@lacity.org>

The City's petition was signed today.

[Quoted text hidden]

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Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)

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**Tara Devine** <tara@devine-strategies.com>

Wed, Jun 15, 2016 at 4:53 PM

To: Miranda Paster <miranda.paster@lacity.org>

Cc: Rita Moreno <Rita.Moreno@lacity.org>, Rick Scott <Rick.Scott@lacity.org>

That (City only, not State, assuming all City petitions will be verified) puts us at an official 50.87% + 0.52% unofficial/submitted today that I believe are complete.

- We have 1.5% submitted/unverified aka "provisional."
- Metro is 1.94%.
- We have another approx. 3%+ that has been verbally committed but not executed yet.

I think that ultimately we will end up somewhere between 54-56% -- or possibly even higher.

[Quoted text hidden]

**PETITION TO ESTABLISH THE  
VENICE BEACH  
BUSINESS IMPROVEMENT DISTRICT**

PURSUANT TO (SECTION 36600 ET. SEQ OF THE  
CALIFORNIA STREETS AND HIGHWAYS CODE)

LEGAL OWNER: **ARGYROPOULOS, JAMES P TR**

<u>APN NUMBER</u>	<u>SITE ADDRESS</u>	<u>ASSESSMENT AMOUNT</u>	<u>PERCENTAGE</u>
4286009001	603 HAMPTON DR	\$2,747.98	0.15%
4286009022	220 SUNSET AVE	\$2,006.87	0.11%
<u>TOTALS</u>		\$4,754.85	0.26%

☒ YES, I want my property(ies) to be included in this Business Improvement District.

**Property Owner's Name**  
(Please Print or Type)

JAMES P. ARGYROPOULOS TRUST

Property Owner's OR Duly Authorized Representative's  
**Signature**

**Title**

(Please Print or Type)

TRUSTEE

**Date**

6-15-2016

**STATEMENT OF AUTHORITY TO SIGN THIS PETITION – (Must be completed by petition signer)**

I, <sup>Trustee of the</sup> James P. Argyropoulos Trust, hereby certify (or declare) under penalty of perjury under the laws of the State of California that I am legally authorized as owner, or legal representative of owner, to accept the levy of liens (assessment amounts) on the property(ies) listed above. This statement is

the best of my knowledge as of 6 / 15 / 2016. Petitioner Signature

MONTH DAY YEAR

**NOTE: ALL FIELDS MUST BE COMPLETED. PETITIONS WITH EMPTY FIELDS WILL BE REJECTED.**

**Please Return by Mail to:**  
(an original signature is required)

**Venice Beach BID Steering Committee  
c/o Devine Strategies  
645 West Ninth Street, #110-293  
Los Angeles, CA 90015**

**PETITION TO ESTABLISH THE  
VENICE BEACH  
BUSINESS IMPROVEMENT DISTRICT**

PURSUANT TO (SECTION 36600 ET. SEQ OF THE  
CALIFORNIA STREETS AND HIGHWAYS CODE)

LEGAL OWNER: ARGYROPOULOS, JAMES

<u>APN NUMBER</u>	<u>SITE ADDRESS</u>	<u>ASSESSMENT AMOUNT</u>	<u>PERCENTAGE</u>
4286009026	202, 204 E SUNSET AVE	\$4,772.05	0.26%
<u>TOTALS</u>		\$4,772.05	0.26%



YES, I want my property(ies) to be included in this Business Improvement District.

**Property Owner's Name**  
(Please Print or Type)

JAMES P. ARGYROPOULOS TRUST

Property Owner's OR Duly Authorized Representative's  
**Signature**

**Title**

(Please Print or Type)

TRUSTEE

**Date**

6-15-2016

**STATEMENT OF AUTHORITY TO SIGN THIS PETITION – (Must be completed by petition signer)**

I, James P. Argyropoulos Trust, hereby certify (or declare) under penalty of perjury under the laws of the State of California that I am legally authorized as owner, or legal representative of owner, to accept the levy of liens (assessment amounts) on the property(ies) listed above. This statement is true and correct to the best of my knowledge as of 6 / 15 / 2016. Petitioner Signature [Signature]

**NOTE: ALL FIELDS MUST BE COMPLETED. PETITIONS WITH EMPTY FIELDS WILL BE REJECTED.**

**Please Return by Mail to:**  
(an original signature is required)

**Venice Beach BID Steering Committee  
c/o Devine Strategies  
645 West Ninth Street, #110-293  
Los Angeles, CA 90015**





Rita Moreno <rita.moreno@lacity.org>

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## Venice MDP/ER - status

2 messages

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**Tara Devine** <tara@devine-strategies.com>

Wed, Jun 15, 2016 at 5:54 PM

To: Miranda Paster <Miranda.Paster@lacity.org>, Rita Moreno <Rita.Moreno@lacity.org>, Rick Scott <Rick.Scott@lacity.org>

Debbie asked me about MDP/ER. In case you are also wondering status:

We can't do them until I settle database with Garen. He has questions about one owner's parcels. My database guy is in Korea until Sunday (unreachable) but I am hoping to resolve them before then. Garen and I played phone tag today.

Need final approved database as even the slightest change impacts every single table and almost every number in both the MDP and ER.

I can turnaround my changes in 1-2 days once I have final dbase, and am hoping Ed can do same (I've advised him they are coming.)

---

**Miranda Paster** <miranda.paster@lacity.org>

Thu, Jun 16, 2016 at 8:51 AM

To: Tara Devine <tara@devine-strategies.com>

Cc: Rita Moreno <Rita.Moreno@lacity.org>, Rick Scott <Rick.Scott@lacity.org>

Hi Tara.

Thank you for the update.

[Quoted text hidden]

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Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)



Rita Moreno <rita.moreno@lacity.org>

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## Venice Beach BID petitions: 6/17/16, Part II

1 message

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**Tara Devine** <tara@devine-strategies.com>

Fri, Jun 17, 2016 at 6:29 PM

To: Mario Montez <mario.montez@lacity.org>, Garen Yegparian <garen.yegparian@lacity.org>, Dennis Rader <Dennis.Rader@lacity.org>

Cc: Miranda Paster <Miranda.Paster@lacity.org>, Rita Moreno <Rita.Moreno@lacity.org>, Rick Scott <Rick.Scott@lacity.org>, Rosemary Hinkson <Rosemary.Hinkson@lacity.org>

In addition to the petitions I sent around 5 pm today, I just received more petitions signed by the owners of Thornton Venice LLC and Tramco Mgmt LLC.

This batch is quite large (1.98%).

**Mario** - the petition assessment amounts/% for several (but not all) of the parcels on the attached petitions changed on 5/24. It is not a large change overall. I mentioned this situation to you earlier. These petitions include several parcels whose frontage, bldg or lot were updated due to new information gained during the petition drive. We've been working with Garen to get these changes approved on the 5/24 database.

My understanding is that Garen expects to complete his database review on Monday.

**Garen** - will you be so kind as to let Mario know when these parcels' new data has been okayed? They will not all match up neatly with his current parcel tally, so I believe he will probably want confirmation from you prior to verifying the petitions.

**Mario** - all of the attached appear properly executed to me; however, I will mark them as provisional until Garen has a chance to confirm. We would like to be able to add them to our official total prior to Council. We also hope to have Metro's petition prior to Council, and perhaps a few others as well. I expect Metro to sign on or shortly after 6/23, pending Board approval that day. With all verified, we could end up pretty close to, or even in excess of 56% for the OOI, which I think would be really great.

**Everyone else - FYI.** I'm trying to keep everyone in the loop so that we can try to get the OOI in Council prior to recess. I really appreciate everyone's help!



**THORNTONVENICE TRAMCO.pdf**

829K

**PETITION TO ESTABLISH THE  
VENICE BEACH  
BUSINESS IMPROVEMENT DISTRICT**

PURSUANT TO (SECTION 36600 ET. SEQ OF THE  
CALIFORNIA STREETS AND HIGHWAYS CODE)

LEGAL OWNER: THORNTON VENICE OWNER LLC

<u>APN NUMBER</u>	<u>SITE ADDRESS</u>	<u>ASSESSMENT AMOUNT</u>	<u>PERCENTAGE</u>
4286028020	11 E THORTON AVE	\$2,069.47	0.11%
4286028021	9 E THORTON AVE	\$2,529.59	0.14%
4286028022	619 OCEAN FRONT WALK	\$2,509.59	0.14%
4286028023	7 E THORTON AVE	\$2,473.59	0.13%
4286028024	621 S OCEAN FRONT WALK	\$2,554.39	0.14%
4286028025	12 E THORTON AVE	\$2,944.98	0.16%
<u>TOTALS</u>		\$15,081.61	0.82%



YES, I want my property(ies) to be included in this Business Improvement District.

Property Owner's Name  
(Please Print or Type)

Thornton Venice Owner LLC

Property Owner's OR Duly Authorized Representative's  
Signature

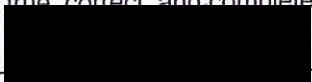
Title  
(Please Print or Type)

Vice President

Date

June 17, 2016

**STATEMENT OF AUTHORITY TO SIGN THIS PETITION – (Must be completed by petition signer)**

I, Timan Khoubian, hereby certify (or declare) under penalty of perjury under the laws of the  
PRINT NAME CLEARLY  
State of California that I am legally authorized as owner, or legal representative of owner, to accept the levy of  
liens (assessment amounts) on the property(ies) listed above. This statement is true, correct, and complete to  
the best of my knowledge as of 06 / 17 / 16. Petitioner Signature: 

MONTH DAY YEAR

**NOTE: ALL FIELDS MUST BE COMPLETED. PETITIONS WITH EMPTY FIELDS WILL BE REJECTED.**

Please Return by Mail to:  
(an original signature is required)

Venice Beach BID Steering Committee  
c/o Devine Strategies  
645 West Ninth Street, #110-293  
Los Angeles, CA 90015

**PETITION TO ESTABLISH THE  
VENICE BEACH  
BUSINESS IMPROVEMENT DISTRICT**

PURSUANT TO (SECTION 36600 ET. SEQ OF THE  
CALIFORNIA STREETS AND HIGHWAYS CODE)

LEGAL OWNER: THORNTON VENICE OWNER LLC

<u>APN NUMBER</u>	<u>SITE ADDRESS</u>	<u>ASSESSMENT AMOUNT</u>	<u>PERCENTAGE</u>
4286028026	10 E THORTON AVE	\$1,945.44	0.11%
4286028027	701 S OCEAN FRONT WALK	\$1,987.04	0.11%
4286028028	701 S OCEAN FRONT WALK	\$2,000.64	0.11%
4286028029	701 OCEAN FRONT WALK	\$1,995.84	0.11%
4286028030	701 S OCEAN FRONT WALK	\$1,939.84	0.10%
4286028031	701 S OCEAN FRONT WALK	\$1,912.64	0.10%
<u>TOTALS</u>		\$11,781.44	0.64%

☒ YES, I want my property(ies) to be included in this Business Improvement District.

Property Owner's Name  
(Please Print or Type)

Thornton Venice Owner, LLC

Property Owner's OR Duly Authorized Representative's  
Signature

Title  
(Please Print or Type)

Vice President

Date

June 17, 2016

**STATEMENT OF AUTHORITY TO SIGN THIS PETITION – (Must be completed by petition signer)**

I, Tjman Khoubian, hereby certify (or declare) under penalty of perjury under the laws of the State of California that I am legally authorized as owner, or legal representative of owner, to accept the levy of liens (assessment amounts) on the property(ies) listed above. This statement is true and complete to the best of my knowledge as of 06 / 17 / 2016. Petitioner Signature: \_\_\_\_\_  
MONTH DAY YEAR

**NOTE: ALL FIELDS MUST BE COMPLETED. PETITIONS WITH EMPTY FIELDS WILL BE REJECTED.**

Please Return by Mail to:  
(an original signature is required)

Venice Beach BID Steering Committee  
c/o Devine Strategies  
645 West Ninth Street, #110-293  
Los Angeles, CA 90015



**PETITION TO ESTABLISH THE  
VENICE BEACH  
BUSINESS IMPROVEMENT DISTRICT**

PURSUANT TO (SECTION 36600 ET. SEQ OF THE  
CALIFORNIA STREETS AND HIGHWAYS CODE)

LEGAL OWNER: TRAMCO MANAGEMENT CO LLC

<u>APN NUMBER</u>	<u>SITE ADDRESS</u>	<u>ASSESSMENT AMOUNT</u>	<u>PERCENTAGE</u>
4226003004	1011 OCEAN FRONT WALK	\$9,578.61	0.52%
		<u>TOTALS</u>	
		\$9,578.61	0.52%



YES, I want my property(ies) to be included in this Business Improvement District.

Property Owner's Name  
(Please Print or Type)

1011 OFW owner, LLC

Property Owner's OR Duly Authorized Representative's  
Signature

Title  
(Please Print or Type)

Vice President

Date

June 17 2016

**STATEMENT OF AUTHORITY TO SIGN THIS PETITION – (Must be completed by petition signer)**

I, Timan Khabian, hereby certify (or declare) under penalty of perjury under the laws of the  
PRINT NAME CLEARLY  
State of California that I am legally authorized as owner, or legal representative of owner, to accept the levy of  
liens (assessment amounts) on the property(ies) listed above. This statement is true, correct, and complete to  
the best of my knowledge as of 06 / 17 / 2016. Petitioner Signature: \_\_\_\_\_  
MONTH DAY YEAR

**NOTE: ALL FIELDS MUST BE COMPLETED. PETITIONS WITH EMPTY FIELDS WILL BE REJECTED.**

Please Return by Mail to:  
(an original signature is required)

Venice Beach BID Steering Committee  
c/o Devine Strategies  
645 West Ninth Street, #110-293  
Los Angeles, CA 90015





Rita Moreno <rita.moreno@lacity.org>

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## Fwd: Venice Beach BID petitions: 6/17/16

5 messages

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**Tara Devine** <tara@devine-strategies.com>

Fri, Jun 17, 2016 at 5:11 PM

To: Miranda Paster <Miranda.Paster@lacity.org>, Rita Moreno <Rita.Moreno@lacity.org>, Rick Scott <Rick.Scott@lacity.org>, Rosemary Hinkson <Rosemary.Hinkson@lacity.org>

Just FYI, updated petition threshold below.

Also, I think we have the database okayed or darn close. Garen asked us to add some language to the MDP/ER to elaborate on the methodology used. Ed submitted this language last night; I did not see a reply from Garen today unless I was not cc'd, but I will proceed with my MDP edits (I don't believe our numbers will change) over the weekend, and will find out when Ed can complete his. I know Ed is out Tuesday for medical (Diane.) So my hope is to have revised MDP/ER done on Monday; if not, it could be Wednesday.

At the appropriate time, I am happy to request that CM Price's office waive this item (or support your request if you prefer to make it.) Marisa has been kind enough to help me in the past. I also have a good relationship with the CM and another member of his staff. I can also help with CP Wesson's office at the appropriate time, if desired.

Have a great weekend!

Warmest regards,  
Tara

----- Forwarded message -----

From: **Tara Devine** <tara@devine-strategies.com>

Date: Fri, Jun 17, 2016 at 5:02 PM

Subject: Venice Beach BID petitions: 6/17/16

To: Mario Montez <mario.montez@lacity.org>

Today's petitions - three in one file

One petition/two parcels is the now-complete Sherman, Russell petition (previously incomplete/provisional)

Plus two more condos that appear fully complete to me.

If all three of these are valid, I have us at 51.67%. (1.26% provisional)

I have more I expect next week - almost 4% at minimum (Metro, Thornton Venice, Tramco)



**SHERMANR ZAMORA TOSSANI.pdf**

4089K

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**Miranda Paster** <miranda.paster@lacity.org>

Mon, Jun 20, 2016 at 10:52 AM

To: Tara Devine <tara@devine-strategies.com>

Cc: Rita Moreno <Rita.Moreno@lacity.org>, Rick Scott <Rick.Scott@lacity.org>, Rosemary Hinkson <Rosemary.Hinkson@lacity.org>

Good Morning Tara.

I hope that all is working well for you. At the appropriate time, we can request the chair of Economic Development Committee to waive the item if necessary. The question is why does it need to be waived from Committee given that the Ordinance of Establishment for this report will not be adopted in time to make the County tax rolls (deadline 7/15/16)? We can not schedule anything in Council or Committee without a reviewed and approved MDP/ER (which we do not have yet) nor can we request the City Attorney to sign the Ordinance of Intention. In addition, having the public hearing in Committee will ensure that it moves quickly in Council. We will have more than enough time to hand invoice

the assessments without having the item waived from Econ. Dev. Committee. Thank you for the offer to call the Council office, we do not believe that it is appropriate for a Consultant to request the Committee to waive the item.

Thank you.

[Quoted text hidden]

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacitp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacitp_026712.png)

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**Miranda Paster** <miranda.paster@lacity.org>

Mon, Jun 20, 2016 at 12:22 PM

To: Tara Devine <tara@devine-strategies.com>

Cc: Rita Moreno <Rita.Moreno@lacity.org>, Rick Scott <Rick.Scott@lacity.org>, Rosemary Hinkson <Rosemary.Hinkson@lacity.org>, "Hoppes, Shannon" <shannon.hoppes@lacity.org>, "Wolcott, Holly" <holly.wolcott@lacity.org>

Hello Tara.

As mentioned in our phone conversation, I checked on South Park II. The Ordinance of Intention (OOI) was adopted by Council on 5/20/15 and the public hearing was set for July 28, 2015 with the Ordinance of Establishment (OOE) adopted by Council on 7/29/15. The OOE was scheduled on a special agenda before the Summer recess, but Ccl didn't hold the members to consider the special agenda items. If it had, the OOE could have been adopted in time to make the County deadline of 7/15/15. It didn't make that deadline and was scheduled for 7/28/15.

For the proposed Venice BID, we are past the dates that South Park II was adopted. The Venice OOI will be going to Council around the time that the OOE was adopted for South Park II. If everything moves forward (petition requirement, review of MDP/ER, City Atty signs OOI, Clerk Report & Scheduling of matter before Committee 72 hours in advance), and the matter is adopted by Committee on 6/28/16, The matter would have to go to Council on Friday, July 1, 2016. A placeholder could be made. However, these dates are still past the dates of South Park II's initial OOI adoption. We can rush everything, but everything is dependent on factors which would have to be completed by Wednesday 10 am (the deadline for getting an item on the agenda). Pursuant to State's Streets and Hwys Code and the Govt Code its requirement of a public hearing with 45 day notice, the OOE for Venice will not make the County's deadline no matter how we rush.

Thank you.

[Quoted text hidden]

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**Tara Devine** <tara@devine-strategies.com>

Mon, Jun 20, 2016 at 12:29 PM

To: Miranda Paster <miranda.paster@lacity.org>

Cc: Rita Moreno <Rita.Moreno@lacity.org>, Rick Scott <Rick.Scott@lacity.org>, Rosemary Hinkson <Rosemary.Hinkson@lacity.org>, "Hoppes, Shannon" <shannon.hoppes@lacity.org>, "Wolcott, Holly" <holly.wolcott@lacity.org>

Ah, thank you. I understand the difference. This is, however, all the more reason why we are extremely anxious to get the OOI in before recess. We have lost many, many weeks at many junctures, and losing 3+ more here is going to put us in greater jeopardy of not being able to start services on Jan 1. I feel confident in saying that failure to start services Jan 1 is going to make CD11 and my client deeply unhappy. It will also disappoint all those who have signed petitions in support of the BID thus far - a really wide spectrum of large, mid-size and small owners.

I believe that, throughout this process, we have really worked VERY hard to expedite everything that has been asked of us, at all stages of this process. I would appreciate anything we can all do to get the OOI through before recess.

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St., #110-293

Los Angeles, CA 90015

310.430.5121

[tara@devine-strategies.com](http://tara@devine-strategies.com)

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[Quoted text hidden]

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**Tara Devine** <tara@devine-strategies.com>

Mon, Jun 20, 2016 at 12:32 PM

To: Miranda Paster <miranda.paster@lacity.org>

Cc: Rita Moreno <Rita.Moreno@lacity.org>, Rick Scott <Rick.Scott@lacity.org>, Rosemary Hinkson <Rosemary.Hinkson@lacity.org>, "Hoppes, Shannon" <shannon.hoppes@lacity.org>, "Wolcott, Holly" <holly.wolcott@lacity.org>

To my knowledge, the only thing you are waiting for from us is the revised ER/MDP. We cannot complete that until the database we submitted on 5/24 is approved by your staff. We are at a standstill. Every table and most of the numbers in-line in the text change if there is the slightest change to the database.

If there is anything else outstanding from us, please let me know and it rises to the immediate top of my list.

[Quoted text hidden]

PETITION TO ESTABLISH THE  
VENICE BEACH  
BUSINESS IMPROVEMENT DISTRICT

PURSUANT TO (SECTION 36600 ET. SEQ OF THE  
CALIFORNIA STREETS AND HIGHWAYS CODE)

LEGAL OWNER: SHERMAN, RUSSELL G TR

APN NUMBER	SITE ADDRESS	ASSESSMENT AMOUNT	PERCENTAGE
4226008006	52 MARKET ST	\$2,245.44	0.12%
4226008007	60 MARKET ST	\$2,280.75	0.12%
TOTALS		\$4,526.19	0.24%



YES, I want my property(ies) to be included in this Business Improvement District.

Property Owner's Name  
(Please Print or Type)

RUSSELL G SHERMAN

Property Owner's OR Duly Authorized Representative's  
Signature


Title  
(Please Print or Type)

OWNER

Date

5/27/16

STATEMENT OF AUTHORITY TO SIGN THIS PETITION – (Must be completed by petition signer)

I, Russell G Sherman, hereby certify (or declare) under penalty of perjury under the laws of the  
PRINT NAME CLEARLY  
State of California that I am legally authorized as owner, or legal representative of owner, to accept the levy of  
liens (assessment amounts) on the property(ies) listed above. This statement is true, correct, and complete to  
the best of my knowledge as of 5/27/2016. Petitioner Signature:   
MONTH DAY YEAR

NOTE: ALL FIELDS MUST BE COMPLETED. PETITIONS WITH EMPTY FIELDS WILL BE REJECTED.

Please Return by Mail to:  
(an original signature is required)

Venice Beach BID Steering Committee  
c/o Devine Strategies  
645 West Ninth Street, #110-293  
Los Angeles, CA 90015



**PETITION TO ESTABLISH THE  
VENICE BEACH  
BUSINESS IMPROVEMENT DISTRICT**

PURSUANT TO (SECTION 36600 ET. SEQ OF THE  
CALIFORNIA STREETS AND HIGHWAYS CODE)

LEGAL OWNER: **ZAMORA, RICHARD**

<u>APN NUMBER</u>	<u>SITE ADDRESS</u>	<u>ASSESSMENT AMOUNT</u>	<u>PERCENTAGE</u>
4286009046	615 HAMPTON DR A109	\$291.35	0.02%
<u>TOTALS</u>		\$291.35	0.02%



YES, I want my property(ies) to be included in this Business Improvement District.

**Property Owner's Name**  
(Please Print or Type)

RICHARD ZAMORA

Property Owner's OR Duly Authorized Representative's  
**Signature**

**Title**  
(Please Print or Type)

owner

**Date**

6-12-2016

**STATEMENT OF AUTHORITY TO SIGN THIS PETITION – (Must be completed by petition signer)**

I, Richard Zamora, hereby certify (or declare) under penalty of perjury under the laws of the State of California that I am legally authorized as owner, or legal representative of owner, to accept the levy of liens (assessment amounts) on the property(ies) listed above. This statement is true, correct, and complete to the best of my knowledge as of 6 / 12 / 2016 Petitioner Signature [REDACTED]

MONTH DAY YEAR

**NOTE: ALL FIELDS MUST BE COMPLETED. PETITIONS WITH EMPTY FIELDS WILL BE REJECTED.**

**Please Return by Mail to:**  
(an original signature is required)

**Venice Beach BID Steering Committee  
c/o Devine Strategies  
645 West Ninth Street, #110-293  
Los Angeles, CA 90015**

**PETITION TO ESTABLISH THE  
VENICE BEACH  
BUSINESS IMPROVEMENT DISTRICT**

PURSUANT TO (SECTION 36600 ET. SEQ OF THE  
CALIFORNIA STREETS AND HIGHWAYS CODE)

LEGAL OWNER: TOSSANI, RICCARDO

<u>APN NUMBER</u>	<u>SITE ADDRESS</u>	<u>ASSESSMENT AMOUNT</u>	<u>PERCENTAGE</u>
4286017075	255 MAIN ST NO 304	\$406.07	0.02%
<u>TOTALS</u>		\$406.07	0.02%



YES, I want my property(ies) to be included in this Business Improvement District.

Property Owner's Name  
(Please Print or Type)

RICCARDO TOSSANI

Property Owner's OR Duly Authorized Representative's  
Signature

Title  
(Please Print or Type)

MR.

Date

JUNE 1, 2016

**STATEMENT OF AUTHORITY TO SIGN THIS PETITION – (Must be completed by petition signer)**

I, RICCARDO TOSSANI, hereby certify (or declare) under penalty of perjury under the laws of the  
State of California that I am legally authorized as owner, or legal representative of  
liens (assessment amounts) on the property(ies) listed above. This statement is to  
the best of my knowledge as of 6 / 1 / 2016. Petitioner Signature: \_\_\_\_\_  
MONTH DAY YEAR

**NOTE: ALL FIELDS MUST BE COMPLETED. PETITIONS WITH EMPTY FIELDS WILL BE REJECTED.**

**Please Return by Mail to:**  
(an original signature is required)

Venice Beach BID Steering Committee  
c/o Devine Strategies  
645 West Ninth Street, #110-293  
Los Angeles, CA 90015



Rita Moreno <rita.moreno@lacity.org>

---

## Venice Beach BID: update

11 messages

---

Tara Devine <tara@devine-strategies.com>

Thu, Jun 9, 2016 at 6:03 PM

To: Miranda Paster <Miranda.Paster@lacity.org>, Rick Scott <Rick.Scott@lacity.org>, Rita Moreno <Rita.Moreno@lacity.org>, Garen Yegparian <garen.yegparian@lacity.org>, Dennis Rader <Dennis.Rader@lacity.org>, Mario Montez <mario.montez@lacity.org>, Rosemary Hinkson <Rosemary.Hinkson@lacity.org>

Dear All:

While nothing is guaranteed, I have very strong reason to believe that we will clear petition (minus the not-yet-executed City petitions) very soon. Due to commitments (just the ones I find highly credible) and signatures in process now, I think there is a 90% chance that we will clear it sometime between this Friday 6/11 and next Friday 6/17.

**We would really love to see the Ordinance of Intention (OOI) completed before Council's summer recess if at all possible.** I believe their last meeting prior to recess will be on **July 1** (and we may need to go to ED Committee first.)

Looking ahead, to keep that possibility viable, I would like to request your assistance with two items now:

- that the City begin preparing its petitions for signature
- we previously sent a revised database (version dated 2016.05.24) and a written explanation of some corrections discovered/made during the petition stage (subdivided parcels/replaced APNs etc.); overall, they result in a very small decrease in the budget (less than \$8K.) **If the 5/24 database can be verified/okayed by the Clerk fairly soon, it will allow us to edit the MDP and ER and be ready promptly with the updated versions for the OOI.** We have found no other changes since 5/24/16.

FYI -- I also believe that Venice will end up exceeding 50%+\$1 by a healthy margin. We will continue to accrue a lot more petitions over the next several weeks. We have many conversations in progress that are gradually bearing fruit, and we are also scheduled for Metro at the end of the month.

**Miranda/Rita** - when the petition threshold is certain, I will reach back out to you regarding OOI scheduling/coordination. If there is anything you wish me to do now to prep for it other than the MDP/ER revisions, just let me know.

Thank you all for the hard work you do that allows us to do the rest!

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St., #110-293  
Los Angeles, CA 90015  
[310.430.5121](tel:310.430.5121)  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

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---

Rita Moreno <rita.moreno@lacity.org>

Fri, Jun 10, 2016 at 12:49 PM

To: Tara Devine <tara@devine-strategies.com>

Cc: Miranda Paster <Miranda.Paster@lacity.org>, Rick Scott <Rick.Scott@lacity.org>, Garen Yegparian <garen.yegparian@lacity.org>, Dennis Rader <Dennis.Rader@lacity.org>, Mario Montez <mario.montez@lacity.org>, Rosemary Hinkson <Rosemary.Hinkson@lacity.org>

Hi Tara,

I did not receive the revised database, though I'm sure Dennis and his team are working on it. Can you forward the email to me for reference? Rick is helping so we hope to get everything ready for Council soon.

Thanks.

Rita

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130

---

**Tara Devine** <tara@devine-strategies.com>

Fri, Jun 10, 2016 at 1:02 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Miranda Paster <Miranda.Paster@lacity.org>, Rick Scott <Rick.Scott@lacity.org>, Garen Yegparian <garen.yegparian@lacity.org>, Dennis Rader <Dennis.Rader@lacity.org>, Mario Montez <mario.montez@lacity.org>, Rosemary Hinkson <Rosemary.Hinkson@lacity.org>

Yes, thank you both very much! I will forward the database to you and to Rick.

[Quoted text hidden]

---

**Miranda Paster** <miranda.paster@lacity.org>

Wed, Jun 15, 2016 at 10:16 AM

To: Tara Devine <tara@devine-strategies.com>

Cc: Rick Scott <Rick.Scott@lacity.org>, Rita Moreno <Rita.Moreno@lacity.org>, Garen Yegparian <garen.yegparian@lacity.org>, Dennis Rader <Dennis.Rader@lacity.org>, Mario Montez <mario.montez@lacity.org>, Rosemary Hinkson <Rosemary.Hinkson@lacity.org>

Hello.

Sounds like its working well. The consultant is responsible for submitting the petitions for City parcels to us for signature. Have you submitted them to us? We will forward them to Executive Management for signature.

After the petition level is reached the BID Analyst, Rita, will prepare the City Clerk report and Ordinance of Intention for City Atty signature. After City Atty and City Clerk signatures are obtained, the report will be placed in the Council file Management System and wait for the Economic Development Committee's consideration and then Council consideration.

Thank you.

On Thu, Jun 9, 2016 at 6:03 PM, Tara Devine <tara@devine-strategies.com> wrote:

[Quoted text hidden]

--

Counting my blessings - Sing and be Happy Today!

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---

**Tara Devine** <tara@devine-strategies.com>

Wed, Jun 15, 2016 at 11:00 AM

To: Miranda Paster <miranda.paster@lacity.org>

Cc: Rosemary Hinkson <Rosemary.Hinkson@lacity.org>, Dennis Rader <Dennis.Rader@lacity.org>, Mario Montez <mario.montez@lacity.org>, Rita Moreno <Rita.Moreno@lacity.org>, Garen Yegparian <garen.yegparian@lacity.org>, Rick Scott <Rick.Scott@lacity.org>

I will re-send the City petitions. City and state were previously emailed but perhaps not to all on this list.

Thanks!



[Quoted text hidden]

---

**Rita Moreno** <rita.moreno@lacity.org>  
To: Tara Devine <tara@devine-strategies.com>  
Cc: Rick Scott <rick.scott@lacity.org>

Wed, Jun 15, 2016 at 3:53 PM

Tara,

In the event we didn't point this out previously, there is an inconsistency with the assessment rate for building area. The Engineer's report erroneously states "\$0.8 per square foot" rather than "\$0.08 per square foot" in the first and second paragraphs of page 6 (v 1.3.2).

Thanks.

Rita

[Quoted text hidden]

--

Rita Moreno  
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Neighborhood and Business Improvement District Division  
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Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130

---

**Tara Devine** <tara@devine-strategies.com>  
To: Rita Moreno <rita.moreno@lacity.org>  
Cc: Rick Scott <rick.scott@lacity.org>

Wed, Jun 15, 2016 at 4:06 PM

We will add that to some assorted corrections I have from my last meeting with Rick & Miranda. Good catch - thank you.

[Quoted text hidden]

---

**Rita Moreno** <rita.moreno@lacity.org>  
To: Tara Devine <tara@devine-strategies.com>  
Cc: Rick Scott <rick.scott@lacity.org>

Fri, Jun 17, 2016 at 5:14 PM

One more under "District Boundary Description."

Page 8 of the Engineer's Report dated March 17, 2016 (v.1.3.2), near the top of the page and following the description related to APN [4238010009](#), states that there is an unnamed alley that runs immediately west of and parallel to Main Street. However, I believe the unnamed alley runs immediately east of and parallel to Main Street.

Please confirm and make any needed corrections.

Thanks.

Rita

[Quoted text hidden]

---

**Tara Devine** <tara@devine-strategies.com>  
To: Rita Moreno <rita.moreno@lacity.org>  
Cc: Rick Scott <rick.scott@lacity.org>

Fri, Jun 17, 2016 at 6:55 PM

TY, I will double-check this. There was one error like this in an earlier version that we corrected. There are so many unnamed alleys in this area - it was a really challenging boundary description to write!

[Quoted text hidden]

---

**Tara Devine** <tara@devine-strategies.com>

Mon, Jun 20, 2016 at 10:23 PM

To: Rita Moreno <rita.moreno@lacity.org>  
Cc: Rick Scott <rick.scott@lacity.org>

Rita - you were right on both of your edits. They have been corrected. We have made all the text edits in hopeful anticipation of finally resolving the database with Garen tomorrow. Once that happens, we can replace all of the charts and update many of the numbers that appear throughout the ER and MDP.

If all goes as agreed, I believe we can submit the revised MDP and ER sometime on Tuesday (as early as possible, although it could be after business hours depending on how soon we resolve the dbase.)

[Quoted text hidden]

---

**Rita Moreno** <rita.moreno@lacity.org>  
To: Tara Devine <tara@devine-strategies.com>  
Cc: Rick Scott <rick.scott@lacity.org>

Tue, Jun 21, 2016 at 7:28 AM

Okay, thanks.

[Quoted text hidden]



Rita Moreno <rita.moreno@lacity.org>

---

## Fwd: Revised Venice Beach database

---

**Rita Moreno** <rita.moreno@lacity.org>  
To: Tara Devine <tara@devine-strategies.com>  
Cc: Rick Scott <rick.scott@lacity.org>

Tue, Jun 21, 2016 at 3:21 PM

Tara,

Will you be including the name in the MDP?

On Tue, Jun 21, 2016 at 10:33 AM, Miranda Paster <miranda.paster@lacity.org> wrote:  
Thank you.

On Tue, Jun 21, 2016 at 10:16 AM, Tara Devine <tara@devine-strategies.com> wrote:

Yes. Venice Beach Property Owners Association (VBPOA.)

On Jun 21, 2016 9:32 AM, "Miranda Paster" <miranda.paster@lacity.org> wrote:  
Hi Tara.

Is there a 501c organization designated? We are trying to work on the Clerk report as much as possible. We want to add that information to the report.

Thank you.

On Tue, Jun 21, 2016 at 9:23 AM, Miranda Paster <miranda.paster@lacity.org> wrote:  
Hello Tara.

I have requested Garen expedite his review.

Thanks.

On Tue, Jun 21, 2016 at 9:18 AM, Tara Devine <tara@devine-strategies.com> wrote:

FYI. Sent last night around 11pm. Once we have this finalized, Ed and I are ready to do MDP/ER edits.

----- Forwarded message -----

From: "Tara Devine" <tara@devine-strategies.com>  
Date: Jun 20, 2016 11:04 PM  
Subject: Revised Venice Beach database  
To: "Garen Yegparian" <garen.yegparian@lacity.org>  
Cc: "Ed Henning" <mred2@earthlink.net>, "Tyler Kim" <tylerthkim@gmail.com>

Dear Garen:

Please review the attached. I have updated the file name with the current date. I like to keep the database date current with any new version of the MDP/ER to help limit confusion about which is the current dbase. Ed and I are standing by - we hope to generate the revised MDP and ER today following your review.

The parcels we discussed have been restored to the prior methodology.

During our call, I neglected to obtain from you the two newly created (April 2016?) APNs you said you found. I realized this almost immediately after we spoke today, and tried calling you back, but I got your voicemail. I am sorry to ask this favor, but in the interest of urgency/expediency, is it possible for you to add these two new parcels in? If not, please advise the APNs in question asap.

Please include Tyler, Ed and myself on your reply so we are all up to speed on the latest. I really appreciate your help.

Warmest regards,

**TARA DEVINE**  
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645 West Ninth St.,#110-293  
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Office of the City Clerk  
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200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



Rita Moreno <rita.moreno@lacity.org>

---

## Fwd: Revised Venice Beach database

---

**Tara Devine** <tara@devine-strategies.com>  
To: Rita Moreno <rita.moreno@lacity.org>  
Cc: Rick Scott <rick.scott@lacity.org>

Tue, Jun 21, 2016 at 3:24 PM

No.

On Jun 21, 2016 3:22 PM, "Rita Moreno" <rita.moreno@lacity.org> wrote:  
Tara,

Will you be including the name in the MDP?

On Tue, Jun 21, 2016 at 10:33 AM, Miranda Paster <miranda.paster@lacity.org> wrote:  
Thank you.

On Tue, Jun 21, 2016 at 10:16 AM, Tara Devine <tara@devine-strategies.com> wrote:

Yes. Venice Beach Property Owners Association (VBPOA.)

On Jun 21, 2016 9:32 AM, "Miranda Paster" <miranda.paster@lacity.org> wrote:  
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I have requested Garen expedite his review.

Thanks.

On Tue, Jun 21, 2016 at 9:18 AM, Tara Devine <tara@devine-strategies.com> wrote:

FYI. Sent last night around 11pm. Once we have this finalized, Ed and I are ready to do MDP/ER edits.

----- Forwarded message -----

From: "Tara Devine" <tara@devine-strategies.com>  
Date: Jun 20, 2016 11:04 PM  
Subject: Revised Venice Beach database  
To: "Garen Yegparian" <garen.yegparian@lacity.org>  
Cc: "Ed Henning" <mred2@earthlink.net>, "Tyler Kim" <tylerthkim@gmail.com>

Dear Garen:

Please review the attached. I have updated the file name with the current date. I like to keep the database date current with any new version of the MDP/ER to help limit confusion about which is the current dbase. Ed and I are standing by - we hope to generate the revised MDP and ER today following your review.

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Please include Tyler, Ed and myself on your reply so we are all up to speed on the latest. I really appreciate your help.

Warmest regards,

**TARA DEVINE**  
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Fax (213) 978-1130



Rita Moreno <rita.moreno@lacity.org>

---

## Re: URGENT: Need your help

---

**Tara Devine** <tara@devine-strategies.com>

Tue, Jun 21, 2016 at 11:19 PM

To: Garen Yegparian <garen.yegparian@lacity.org>

Cc: Tyler Kim <tylerthkim@gmail.com>, Dennis Rader <Dennis.Rader@lacity.org>, Mario Montez <mario.montez@lacity.org>, Ed Henning <mred2@earthlink.net>, Miranda Paster <miranda.paster@lacity.org>, Rita Moreno <rita.moreno@lacity.org>

We are fine with the changes.

I completed MDP revisions tonight with the exception of a few items that I take directly from Ed's ER, and a final pass at pagination/cross-references to make sure they are all current and that there are no awkward page breaks, etc.

Ed is working on the ER now.

If we encounter no unforeseen issues, I expect to submit revised MDP/ER before 11am on Weds (will provide sooner if possible.)

Thank you all for all your help.

On Jun 21, 2016 4:29 PM, "Garen Yegparian" <garen.yegparian@lacity.org> wrote:

Hello tara,

Attached is the corrected Venice Beach BID database.

Below, I point out the changes, all of which are highlighted in light green in the spreadsheet:

+ 4286008001- on the original list of modifications- change verified and incorporated into database

+ 4286009091 & 092 - on the original list of modifications- changes verified and incorporated into database

+ 4286012041 - split into 044 & 045- on the original list of modifications- changes verified and incorporated into database

+ 4286028021 to 031- on the original list of modifications- the two buildings involved in this APN range prompted the discussions about methodology, with ultimately no METHODOLOGY changes made . HOWEVER, in the process of looking these parcels over, I noticed that the "original" numbers in the database did not follow the methodology in the MDP when it came to lot frontage and lot area. I corrected these figures

+ 4286027015 to 019- like the immediately preceding group of APNs, the wrong methodology had been applied to lot size and frontage, I corrected those.

+ 4286017026 to 093- similar to the two immediately preceding groups of APNs, the wrong methodology had been applied to frontage, I corrected those figures. The resulting changes in assessments are minimal, with only 093 increasing, and the others decreasing.

+ 4286009135 & 136- these two APNs appeared on the assessor's maps; upon verification in the county's database, it turned out they were added in April; I have added them to the database along with lot, frontage, and building data with

the resulting assessments

+ 4286009070 to 075 and 077-081- when I was attending to the previous two additions, 135 & 136 (above), I noticed that an incorrect divisor (12 units instead of 11 had been used), an understandable error since there is no 076, throwing off the count. I adjusted for that along with the two new parcels so the lot and frontage allocation changed for all the parcels in this building. All previous assessment figures decreased.

+ 4286009074 & 081- these are the two parcels I left a voice mail about. They were tagged as zone one, but the building is in zone two, and all the other units in it are tagged as zone two. I also tagged the two new parcels (135 & 136) as zone 2.

I'm pretty sure I've covered everything. Let me know if I have not been clear about any of these points.

Garen

On Tue, Jun 21, 2016 at 9:00 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

We made the changes late last night and sent the revised database just before midnight. We are awaiting final review.

On Jun 21, 2016 7:46 AM, "Miranda Paster" <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)> wrote:

Good Morning.

Garen finished his review and indicated that you are planning to undo some changes to 2 buildings. He finished the review of Ed's changes from last week on yesterday. Dennis is out today.

What else can we do for you?

Thank you.

On Mon, Jun 20, 2016 at 12:40 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

**We are going to lose 3 weeks minimum if the database is not approved asap. We cannot final the ER and MDP until we have an approved database - every table, and many of the in-line numbers change with any change to the database.**

My understanding is that Weds is the last day to get this item in the queue to go to Council before a 3-week recess.

Failure to go to Council before recess greatly increases our chances of the BID not starting services on Jan 1 - an outcome that is going to make my head roll, and is going to deeply disappoint the BID's many supporters.

I know Ed is unavailable Tuesday due to medical issues - and I can make some of his ER edit for him, but not all of them.

**Please, all, I am asking for your help. This is my top priority; I will do anything within my power. Whatever is easiest and most expedient is really needed, now.**

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St.,#110-293  
Los Angeles, CA 90015  
[310.430.5121](tel:310.430.5121)  
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[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacitp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacitp_026712.png)

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Garen Yegparian  
[213/978-2621](tel:2139782621)



Rita Moreno <rita.moreno@lacity.org>

---

## Re: URGENT: Need your help

---

**Tara Devine** <tara@devine-strategies.com>

Wed, Jun 22, 2016 at 7:38 AM

To: Garen Yegparian <garen.yegparian@lacity.org>

Cc: Tyler Kim <tylerthkim@gmail.com>, Dennis Rader <Dennis.Rader@lacity.org>, Mario Montez <mario.montez@lacity.org>, Ed Henning <mred2@earthlink.net>, Miranda Paster <miranda.paster@lacity.org>, Rita Moreno <rita.moreno@lacity.org>

We have an issue that we are, thus far, unable to resolve. Ed and I have taken the MDP and ER as far as we can go without solving this. We have each dedicated several hours (in addition to the MDP and ER edits) to try to solve this and have been unsuccessful. Garen - if you would take a look and see if you can see something we're missing, we'd appreciate it.

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**2016.06.21 Venice database - post-petition & pre-OOI.xlsx**  
492K



Rita Moreno <rita.moreno@lacity.org>

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Dennis Rader  
Technical Research Supervisor  
Los Angeles City Clerk, NBID Division  
[213-978-1120](tel:213-978-1120)





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Tentatively, I think we will have the revised MDP and ER to you in approximately an hour.

I believe Ed is almost finished - then I will have some minor edits based on his document, and a formatting/page reference pass to do on both docs.

On Wed, Jun 22, 2016 at 12:53 PM, Mario Montez <mario.montez@lacity.org> wrote:

Tara,

Here's the final database which includes all of Garen's changes to the corrected version of the database.

Thanks

Mario

On Wed, Jun 22, 2016 at 9:54 AM, Dennis Rader <dennis.rader@lacity.org> wrote:

Mario is working on it right now, it shouldn't take more than an hour unless there are unforeseen issues. Hang in there!

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Los Angeles City Clerk, NBID Division  
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Los Angeles City Clerk, NBID Division  
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## REVISED MDP: VENICE BEACH BID

5 messages

---

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Attached please find the revised MDP in Word and PDF format. ER to follow shortly.

I will be on standby today to make edits if needed.

Tomorrow I am at Metro Board from approx. 8:30 until whenever our item is heard (VB petition) but I have cleared the rest of my day in the event anything is needed.

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St., #110-293  
Los Angeles, CA 90015  
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### 2 attachments

 **2016.06.22 VB MDP FINAL.pdf**  
1763K

 **2016.06.22 VB MDP FINAL.docx**  
1640K

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**Rita Moreno** <rita.moreno@lacity.org>

Wed, Jun 22, 2016 at 4:02 PM

To: Tara Devine <tara@devine-strategies.com>

Cc: Rick Scott <rick.scott@lacity.org>

Page 11, 4th line from the bottom, change "west" to "east"

Page 14, 10th line from the top, change "west" to "east"

[Quoted text hidden]

—

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office [\(213\) 978-1122](tel:(213) 978-1122)  
Fax [\(213\) 978-1130](tel:(213) 978-1130)

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Thank you. Looking forward to reviewing them both.

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[Quoted text hidden]

--

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacitp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacitp_026712.png)

---

**Tara Devine** <tara@devine-strategies.com>

Wed, Jun 22, 2016 at 4:26 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Rick Scott <rick.scott@lacity.org>

Thanks - that appeared in multiple places in the MDP and ER (in district boundary AND zone boundary.) Thought I got all of them. Corrected but will hold copy until end of the day in case you have more edits.

ER is done on my end, but I found two items I've asked Ed to look at. He is reviewing now.

[Quoted text hidden]

---

**Rita Moreno** <rita.moreno@lacity.org>

Thu, Jun 23, 2016 at 9:23 AM

To: Rick Scott <rick.scott@lacity.org>

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130

---

**2 attachments**



**2016.06.22 VB MDP FINAL.pdf**  
1763K



**2016.06.22 VB MDP FINAL.docx**  
1640K





Rita Moreno <rita.moreno@lacity.org>

---

## REVISED ER: VENICE BEACH BID

4 messages

---

**Tara Devine** <tara@devine-strategies.com>

Wed, Jun 22, 2016 at 4:45 PM

To: Dennis Rader <dennis.rader@lacity.org>, Mario Montez <mario.montez@lacity.org>, Tyler Kim <tylerthkim@gmail.com>, Ed Henning <mred2@earthlink.net>, Miranda Paster <miranda.paster@lacity.org>, Garen Yegparian <garen.yegparian@lacity.org>, Rita Moreno <rita.moreno@lacity.org>

Attached please find the revised ER in Word and PDF format.

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St., #110-293  
Los Angeles, CA 90015  
[310.430.5121](tel:310.430.5121)  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

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---

### 2 attachments



**6-22-16 Venice Beach BID ER FINAL with map v1.3.4.pdf**  
2066K



**6-22-16 Venice Beach BID ER FINAL with map v1.3.4.docx**  
1409K

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**Rita Moreno** <rita.moreno@lacity.org>

Wed, Jun 22, 2016 at 5:23 PM

To: Tara Devine <tara@devine-strategies.com>

Cc: Rick Scott <rick.scott@lacity.org>

Page 8, 7th line from the top, change "west" to "east"

Page 10, 4th line from the top, change "west" to "east"

[Quoted text hidden]

—

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office [\(213\) 978-1122](tel:(213)978-1122)  
Fax [\(213\) 978-1130](tel:(213)978-1130)

---

**Tara Devine** <tara@devine-strategies.com>

Wed, Jun 22, 2016 at 5:39 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Rick Scott <rick.scott@lacity.org>

Damn, you'd think I would've thought to check the ER, too. Sorry - a bit tired from a very late night and early morning. Now fixed in ER.

Will re-send both to everyone once you tell me to do so.

[Quoted text hidden]

---

**Rita Moreno** <rita.moreno@lacity.org>  
To: Rick Scott <rick.scott@lacity.org>

Thu, Jun 23, 2016 at 9:30 AM

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130

---

**2 attachments**



**6-22-16 Venice Beach BID ER FINAL with map v1.3.4.pdf**  
2066K



**6-22-16 Venice Beach BID ER FINAL with map v1.3.4.docx**  
1409K



Rita Moreno <rita.moreno@lacity.org>

---

## Your edits you sent yesterday

3 messages

---

**Tara Devine** <tara@devine-strategies.com>  
To: Rita Moreno <Rita.Moreno@lacity.org>

Thu, Jun 23, 2016 at 1:08 PM

They have been made.

Should I hold for further comments, or recirculate?

I don't want to cause confusion if staff are still reviewing what we sent yesterday, but want to get you the correct file prior to its upload.

Keep me posted!

---

**Rita Moreno** <rita.moreno@lacity.org>  
To: Tara Devine <tara@devine-strategies.com>

Thu, Jun 23, 2016 at 2:10 PM

Hold off for now. Miranda, Rick and I are meeting this afternoon following their review of items previously discussed with you. We are also each looking at the reports one final time to send you a comprehensive list (don't worry, I don't think it will be too much and likely "typo" type of changes).

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130

---

**Tara Devine** <tara@devine-strategies.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Thu, Jun 23, 2016 at 2:23 PM

Perfect - thanks.

[Quoted text hidden]



Rita Moreno <rita.moreno@lacity.org>

---

## REVISED MDP & ER - B

1 message

---

**Tara Devine** <tara@devine-strategies.com>

Thu, Jun 23, 2016 at 10:45 PM

To: Miranda Paster <Miranda.Paster@lacity.org>, Rita Moreno <Rita.Moreno@lacity.org>, Rick Scott <Rick.Scott@lacity.org>, Rosemary Hinkson <Rosemary.Hinkson@lacity.org>, Ed Henning <mred2@earthlink.net>  
Cc: Dennis Rader <Dennis.Rader@lacity.org>, Mario Montez <mario.montez@lacity.org>, Garen Yegparian <garen.yegparian@lacity.org>

Revised - minor (text) changes only. One deletion.

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St.,#110-293  
Los Angeles, CA 90015  
[310.430.5121](tel:310.430.5121)  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

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---

### 4 attachments



**2016.06.24 VB MDP FINAL b.pdf**  
1762K



**2016.06.24 VB MDP FINAL b.docx**  
1640K



**6-24-16 Venice Beach BID ER FINAL with map v1.3.4 b.docx**  
1410K



**6-24-16 Venice Beach BID ER FINAL with map v1.3.4 b.pdf**  
2066K



Rita Moreno <rita.moreno@lacity.org>

---

## REVISED MDP & ER - A

1 message

---

**Tara Devine** <tara@devine-strategies.com>

Thu, Jun 23, 2016 at 10:45 PM

To: Miranda Paster <Miranda.Paster@lacity.org>, Rita Moreno <Rita.Moreno@lacity.org>, Rick Scott <Rick.Scott@lacity.org>, Rosemary Hinkson <Rosemary.Hinkson@lacity.org>, Ed Henning <mred2@earthlink.net>  
Cc: Dennis Rader <Dennis.Rader@lacity.org>, Mario Montez <mario.montez@lacity.org>, Garen Yegparian <garen.yegparian@lacity.org>

Revised - minor (text) changes only.

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St.,#110-293  
Los Angeles, CA 90015  
[310.430.5121](tel:310.430.5121)  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

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### 4 attachments



**2016.06.24 VB MDP FINAL a.pdf**  
1761K



**2016.06.24 VB MDP FINAL a.docx**  
1640K



**6-24-16 Venice Beach BID ER FINAL with map v1.3.4 a.docx**  
1410K



**6-24-16 Venice Beach BID ER FINAL with map v1.3.4 a.pdf**  
2067K



Rita Moreno <rita.moreno@lacity.org>

---

## Edits

4 messages

---

**Tara Devine** <tara@devine-strategies.com>  
To: Rita Moreno <Rita.Moreno@lacity.org>

Fri, Jun 24, 2016 at 10:36 AM

FYI

I am working on edits to Version A in case we resolve this state issue

---

**Rita Moreno** <rita.moreno@lacity.org>  
To: Tara Devine <tara@devine-strategies.com>

Fri, Jun 24, 2016 at 10:50 AM

no worries...we're going with version A now

On Fri, Jun 24, 2016 at 10:36 AM, Tara Devine <tara@devine-strategies.com> wrote:

FYI

I am working on edits to Version A in case we resolve this state issue

--  
Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
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Office (213) 978-1122  
Fax (213) 978-1130

---

**Tara Devine** <tara@devine-strategies.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Fri, Jun 24, 2016 at 11:00 AM

Miranda told me you were already on it, so I stopped and left you alone so you could get through it :)

TY. Please send me final drafts when you get a chance (not urgent.) Just Word versions are fine. I will get Ed's to him with explanation.

[Quoted text hidden]

---

**Rita Moreno** <rita.moreno@lacity.org>  
To: Tara Devine <tara@devine-strategies.com>

Fri, Jun 24, 2016 at 12:15 PM

Only made the changes to the table as discussed, from "2016" to "2017" under Zone 1. Everything else remains the same. See attached word documents.

[Quoted text hidden]

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### 2 attachments

**6-24-16 Venice Beach BID ER FINAL with map v1.3.4.docx**  
1345K

**2016.06.24 VB MDP FINAL.docx**  
1572K

# **VENICE BEACH BUSINESS IMPROVEMENT DISTRICT**

*Being Formed Under California Streets and Highways Code Section 36600 et seq.  
Property and Business Improvement District Act of 1994*

## **DISTRICT ASSESSMENT ENGINEER'S REPORT**

### **ATTACHMENT A**

*Prepared by  
Edward V. Henning  
California Registered Professional Engineer # 26549  
Edward Henning & Associates*

*June 24, 2016*



**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

**DISTRICT ASSESSMENT ENGINEER’S REPORT**

To Whom It May Concern:

I hereby certify to the best of my professional knowledge and experience that each of the identified benefiting properties located within the proposed Venice Beach Business Improvement District ("Venice Beach BID") being established for a five (5) year term will receive a special benefit over and above the benefits conferred on the public at large and that the amount of the proposed assessment is proportional to, and no greater than the benefits conferred on each respective property.

*Prepared by Edward V. Henning, California Registered Professional Engineer # 26549*



A handwritten signature in blue ink, appearing to read 'Edward V. Henning', written over a horizontal line.

Edward V. Henning

RPE #26549 **June 24, 2016**

Date

*(NOT VALID WITHOUT SIGNATURE AND CERTIFICATION SEAL HERE)*

**Introduction**

This report serves as the “detailed engineer’s report” required by Section 4(b) of Article XIID of the California Constitution (Proposition 218) to support the benefit property assessments proposed to be levied within the proposed Venice Beach BID in the City of Los Angeles, California being established for a five (5) year term. The discussion and analysis contained within this Report constitutes the required “nexus” of rationale between assessment amounts levied and special benefits derived by real properties within the proposed Venice Beach BID. It is noted that whole numbers shown in this Report may have been rounded up or down for simplicity.

*For the purposes of this Report, a “general benefit” is hereby defined as: “A benefit to properties in the area and in the surrounding community or benefit to the public in general resulting from the improvement, activity, or service to be provided by the assessment levied”. “Special benefit” as defined by the California State Constitution means a distinct benefit over and above general benefits conferred on real property located in the District or to the public at large.*

## **VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

### **Background**

The Venice Beach BID is a property-based benefit assessment type district being established for a five (5) year term pursuant to Section 36600 et seq. of the California Streets and Highways Code (as amended), also known as the Property and Business Improvement District Law of 1994 (the “Act”). Due to the benefit assessment nature of assessments levied within a property and business improvement district (“BID”), district program costs are to be distributed amongst all identified benefiting properties based on the proportional amount of special program benefit each property is expected to derive from the assessments levied. Within the Act, frequent references are made to the concept of relative “benefit” received from BID programs and activities versus amount of assessment paid. Only those properties expected to derive special benefits from BID funded programs and activities may be assessed and only in an amount proportional to the relative special benefits expected to be received.

### **Supplemental Article XIID Section 4(b) California Constitution - Proposition 218 Procedures and Requirements**

Proposition 218, approved by the voters of California in November of 1996, adds a supplemental array of procedures and requirements to be carried out prior to levying a property-based assessment like the Venice Beach BID. These requirements are in addition to requirements imposed by State and local assessment enabling laws. These requirements were “chaptered” into law as Article XIID Section 4(b) of the California Constitution.

Since Article XIID provisions will affect all subsequent calculations to be made in the final assessment formula for the Venice Beach BID, these supplemental requirements will be taken into account. The key provisions of Article XIID along with a description of how the Venice Beach BID complies with each of these provisions are delineated below.

(Note: All section references below pertain to Article XIII of the California Constitution):

### **Finding 1. From Section 4(a): “Identify all parcels which will have a special benefit conferred upon them and upon which an assessment will be imposed”**

There are 464 parcels within the proposed Venice Beach BID which are “identified” by this Assessment Engineer as assessable parcels that will derive special benefit from the proposed District programs and activities. The benefits are special and unique only to the identified parcels within the District because programs and services (i.e. clean and safe programs; district identity and special projects; and, administration and management) will only be provided directly for the benefit of the identified parcels. These identified benefiting parcels are located within the BID perimeter boundary which is shown on the Boundary Map attached as Appendix 2 to this Report and are listed in Appendix 1 to this Report - identified by assessor parcel number and common site address. Any future development and/or land subdivisions will adhere to the assessment rate structures described herein. There are two benefit zones within the proposed District.

## **VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

### **Setting**

The proposed District is located in the coastal community of Venice Beach located in the southwest region of the City of Los Angeles. According to the Venice Chamber of Commerce, Venice Beach is the #2 tourist destination in Southern California (second only to Disneyland.) The property uses within the boundaries of the proposed District which will receive special benefits from District funded programs and services are currently a mix of commercial, industrial, government and residential.

Ocean Front Walk (aka the Boardwalk) is a mixed-use, oceanfront, pedestrian-oriented, tourist-dominated commercial corridor and generally includes all commercially and industrially zoned properties along the Ocean Front Walk, Pacific, Main Street, Hampton Drive and 3<sup>rd</sup> Ave corridors between the Los Angeles-Santa Monica city boundary on the north and Venice Boulevard on the south. The iconic Ocean Front Walk is a pedestrian-only street. The other streets are open to vehicular traffic, most run parallel to Ocean Front Walk, and are predominantly populated with uses that are related to Ocean Front Walk and its tourism.

The proposed District is dominated by commercial and government owned parcels, with a small but significant number of industrially-zoned parcels. The industrially-zoned parcels of the District are principally occupied by a) commercial businesses, b) office space, c) guest/vacation rental units and/or d) mixed-use condominium units over retail (many of which are also operated as vacation rental units.) In these industrial areas, many parcels contain multiple uses within a single parcel (e.g. residential over retail.) Very few parcels operate as traditional industrial uses (e.g. Metro’s bus maintenance facility.) Each assessed parcel will specially benefit from District programs and services. More detail on how parcels specially benefit from District programs and services can be found in the District Boundary Rationale section of the Management District Plan (page 17) and the Service & Improvement Plan (page 21.)

The commercial parcels in the proposed District are heavily tourist-related: hotels, vacation rentals, restaurants, bars, entertainment, paid parking, visitor services, and a variety of retail, including sales/rentals of sports and recreation equipment, etc.

The western side of Ocean Front Walk, the adjacent grassy knoll and beach, as well as restrooms, parking lots, maintenance facilities and a public library are among the most heavily utilized public facilities in the U.S., and these government-owned parcels constitute as significant a part of Venice’s attractions as the hotels, shops, restaurants and other local businesses that also populate the area. Ownership of this public beachfront property is divided between the City of Los Angeles and the State of California. The state-owned property has been operated under the auspices of the City of Los Angeles pursuant to an agreement signed in 1948. The City maintains full operational control of the state-owned property, and the State is not involved in its operation or management. The City is responsible for the District assessment for the state-owned property.

The majority of government owned parcels in the District are heavily utilized by Venice tourists and visitors (public parks, paid parking lots, terminus for local public transportation, etc.) with the exception of an LAUSD elementary school parcel that is surrounded by commercially-zoned, tourist-oriented properties, and a Los Angeles Public Library parcel, which, in

## **VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

addition to the Library, also contains a large open space area (pocket park and pedestrian/jogging/biking/skateboarding path) along Venice Boulevard, one of the primary gateways to Ocean Front Walk and Venice Beach.

Due to geographic and legal (PBID Law) limitations, the actual District boundaries within the broadly defined limits described above are irregular in places to coincide with City boundaries, the ocean, and land use zoning. These limitations are incorporated into the District boundaries. Further explanation of the District boundaries begins on page 4.

The proposed District includes all of the Ocean Front Walk (aka the Boardwalk), a mixed-use, oceanfront, pedestrian-oriented, tourist-dominated corridor. State PBID Law (Section 36632 Streets and Highways Code) states: Properties zoned solely for residential use.....are conclusively presumed not to benefit from the improvements and services funded through these assessments, and shall not be subject to any assessments pursuant to this part. It is noted that no parcels within the proposed District are zoned solely residential.

There are two benefit zones within the proposed District. The zone boundaries are described on page 9 and the zone rationale is described on page 5.

### **District Boundary Rationale**

**Western Boundary:** The western boundary of the District is geographically determined by the Venice public beach and the Pacific Ocean. All parcels along the western boundary are government owned parcels (City of Los Angeles and State of California). It is noted that the westerly boundary line is irregular in that it includes only land portions developed with either public uses (such as sports/recreation venues, parks and public parking) or land areas occupied by or available for business concessions and kiosks. Sand/beach portions of the government owned parcels along the western boundary are not included in the District. In order to ensure that parcels west of the western boundary will not specially benefit from District funded services and improvements, no District services and improvements will be provided west of the western boundary, only to assessed parcels east of the western boundary within the District.

**Northern Boundary:** The northern boundary of the District is geographically determined by the City of Los Angeles City - City of Santa Monica boundary line. Per State PBID Law, parcels outside of one City cannot, without consent of the other City Council, be included within a business improvement district. Since there is no such consent by the City of Santa Monica, parcels located within the City of Santa Monica are not included in the District. No direct or tangible District funded services and improvements will be provided to parcels within the City of Santa Monica nor will any special benefits be conferred upon them. In order to ensure that parcels north of the northern boundary will not specially benefit from District funded services and improvements, no District services and improvements will be provided north of the northern boundary, only to assessed parcels south of the northern boundary within the District.

**Eastern Boundary:** The eastern boundary of the District is irregular, but generally coincides with where commercial and industrial zoned parcels end and parcels zoned solely residential begin. This boundary includes contiguous parcels that are zoned as commercial, industrial and/or open space and excludes all parcels zoned solely residential and presumed by State

## **VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

Law not to benefit from District improvements or activities.

In order to ensure that parcels east of the eastern boundary will not specially benefit from District funded services and improvements, no District services and improvements will be provided east of the eastern boundary, only to assessed parcels west of the eastern boundary within the District.

**Southern Boundary:** The southern boundary generally coincides with the centerline of South Venice Beach Boulevard and is determined by zoning and land uses where properties located to the south of the southern District boundary are zoned solely residential with residential land uses while those north of the southern boundary are primarily government owned parcels zoned with some commercial parcels. The government owned parcels include a Los Angeles Public Library parcel, which is included in the proposed District because, in addition to the Library, it also contains a large open space area (pocket park and pedestrian/jogging/biking/skateboarding path) along Venice Boulevard, which is one of the primary gateways to Ocean Front Walk and Venice Beach. State of California Streets and Highways Code Section 36632(c) conclusively presumes that properties zoned solely residential do not benefit from the improvements and service funded through District assessments, cannot be assessed and, thus, are not included in the District. In order to ensure that parcels south of the southern boundary will not specially benefit from District funded services and improvements, no District services and improvements will be provided south of the southern boundary segments, only to assessed parcels north of the southern boundary within the District.

Each boundary includes all of the contiguous parcels that are zoned as either commercial, industrial and/or open space, and excludes all parcels zoned solely residential and presumed by State Law not to benefit from District funded services and improvements.

**Benefit Zone Rationale:** There are two benefit zones in the BID.

- **Zone 1** includes the tourist-related commercial core of Venice Beach (i.e. Ocean Front Walk, Windward Avenue and extensive parking lots along North and South Venice Boulevards which are utilized primarily by beachgoers and Boardwalk patrons) and consists of commercial, industrial and open space zoned properties. The Ocean Front Walk, the adjacent grassy knoll and beach, as well as restrooms, parking lots, and maintenance facilities are among the most heavily utilized public facilities in the U.S., and constitute as significant a part of Venice’s attractions as the hotels, shops, restaurants and other local businesses that also populate the area. Ownership of this public beachfront property is divided between the City of Los Angeles and the State of California. The state-owned property has been operated under the auspices of the City of Los Angeles pursuant to an agreement signed in 1948. The City maintains full operational control of the state-owned property, and the State is not involved in its operation or management. The City is responsible for the District assessment for the state-owned property. Zone 1 has heavily-utilized bus stops connecting transit riders to adjacent communities in Los Angeles, Santa Monica, Culver City and Marina del Rey. Tourist related activity and pedestrian traffic is highest in Zone 1, and thus these parcels require the highest level of District programs and services (twice the clean and safe service frequencies as Zone 2

## VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT

parcels). Zone 1 parcels will receive 100% of their proportionate special benefit from Zone 1 District funded levels of services and will be assessed at the rate of \$0.08 per square foot of building area, \$0.11 per square foot of parcel land area and \$29 per linear foot of street frontage as delineated in this Report. These rates and the resulting Zone 1 assessment revenue are reflected in the budget allocation of funds for Zone 1 and the corresponding proportionate special benefits conferred on Zone 1 parcels.

- **Zone 2** includes the secondary retail and tourist-related business corridors of Venice Beach (i.e. Main Street, Hampton Avenue and 3<sup>rd</sup> Avenue) and consists of commercial, industrial, and open space zoned properties. Zone 2 also contains one large, non-contiguous parcel at the southeast end of the proposed District, which contains the Venice Branch of the Los Angeles Public Library. This parcel is included in Zone 2 because its hours of operation and service level needs are compatible with Zone 2 uses (in contrast to the government owned parcels that lie immediately west of the library, which represent paid parking lots and uses directly tied to Ocean Front Walk, the public park and beach areas, and whose hours of operation and service level needs are compatible with Zone 1 uses.) Please see page 22 of the Management District Plan and page 20 of this Report for more discussion of the services provided in Zone 1 and Zone 2. Tourist-related activity and pedestrian traffic is significantly lower in Zone 2 as compared to Zone 1, and thus these parcels require a lower level of District programs and services (50% of the clean and safe service frequencies as Zone 1 parcels). Zone 2 parcels will receive 100% of their proportionate special benefit from Zone 2 District funded levels of services and will be assessed at the rate of \$0.08 per square foot of building area, \$0.11 per square foot of parcel land area and \$14.50 per linear foot of street frontage as delineated in this Report. These rates and the resulting Zone 2 assessment revenue are reflected in the budget allocation of funds for Zone 2 and the corresponding proportionate special benefits conferred on Zone 2 parcels.

### District Boundary Description:

**True Point of Beginning:** Beginning at the northwest corner of the District, at the westerly edge of the northern property line of APN 4288029914; thence east along the northern property line of APN 4288029914 and continuing along the centerline of Barnard Way to the centerline of Ocean Front Walk; thence south along said centerline of Ocean Front Walk to the centerline of Ozone Avenue; thence east along said centerline of Ozone Avenue to the centerline of Speedway; thence south along said centerline of Speedway to the centerline of Dudley Avenue; thence west along said centerline of Dudley Avenue to the centerline of Ocean Front Walk; thence south along said centerline of Ocean Front Walk to the westerly prolongation of the north property line of APN 4286029012; thence east along said north property line of said APN 4286029012 to the centerline of Speedway; thence south along said centerline of Speedway to the eastern prolongation of the southern property line of APN 4286029013; thence west along said southern property line of said APN 4286029013 to the northern prolongation of the eastern property line of APN 4286029017; thence south along said eastern property line of said APN 4286029017 to the centerline of Sunset Avenue; thence east along said centerline of Sunset Avenue to the centerline of Speedway; thence south along said centerline of Speedway to the centerline of Horizon Court; thence east

## **VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

along said centerline of Horizon Court to the centerline of Pacific Avenue; thence north along said centerline of Pacific Avenue to the westerly prolongation of the northern property line of APN 4238011004; thence east along said northern property line of said APN 4238011004 to the centerline of Park Row; thence north along said centerline of Park Row to the centerline of Westminster Avenue; thence west along said centerline of Westminster Avenue to the centerline of Pacific Avenue; thence north along said centerline of Pacific Avenue to the centerline of Clubhouse Avenue; thence east along said centerline of Clubhouse Avenue to the centerline of Main Street; thence north along said centerline of Main Street to the centerline of Thornton Place; thence west along said centerline of Thornton Place to the centerline of Pacific Avenue; thence north along said centerline of Pacific Avenue to the centerline of Sunset Avenue; thence east along said centerline of Sunset Avenue to the centerline of Main Street; thence north along said centerline of Main Street to the centerline of Rose Avenue; thence west along said centerline of Rose Avenue to the southerly prolongation of the western property line of APN 4286017093; thence north along said western property line of said APN 4286017093, crossing Navy Street and continuing along the western property line of APN 4288006013 to its intersection with the northern property line of said APN 4288006013; thence east along said northern property line of said APN 4288006013 to its intersection with the eastern property line of said APN 4288006013; thence south along said eastern property line of said APN 4288006013 to the centerline of Navy Street; thence east along said centerline of Navy Street to the centerline of Main Street; thence north along said centerline of Main Street to the westerly prolongation of the northern property line of APN 4286003001; thence east along said northern property line of said APN 4286003001 and APN 4286003019 and continuing to the centerline of Hampton Drive; thence south along said centerline of Hampton Drive to the centerline Rose Avenue; thence east along said centerline Rose Avenue to the centerline of 4<sup>th</sup> Avenue; thence south along said centerline of 4<sup>th</sup> Avenue to the centerline of Vernon Avenue; thence west along said centerline of Vernon Avenue to the southerly prolongation of the western property line of APN 4286007015; thence north along said western property line of said APN 4286007015 to the centerline of the unnamed alley that lies immediately north of and parallel to Vernon Avenue; thence west along said centerline of the unnamed alley that lies immediately north of and parallel to Vernon Avenue to the centerline of the unnamed alley that lies immediately east of and parallel to Hampton Drive; thence south along said unnamed alley that lies immediately east of and parallel to Hampton Drive to the centerline of Vernon Avenue; thence east along said centerline of Vernon Avenue to the centerline of the unnamed alley that lies immediately east of and parallel to Hampton Drive; thence south along said unnamed alley that lies immediately east of and parallel to Hampton Drive to the centerline of Indiana Avenue; thence east along said centerline of Indiana Avenue to the unnamed alley that lies immediately east of and parallel to Hampton Drive, thence south along said centerline of the unnamed alley that lies immediately east of and parallel to Hampton Drive to the easterly prolongation of the southern property line of APN 4286010044; thence west along said southern property line of said APN 4286010044 to the centerline of Douglas Place; thence south along said centerline of Douglas Place to the centerline of Brooks Avenue; thence west along said centerline of Brooks Avenue to the centerline of Abbot Kinney Boulevard; thence south along said centerline of Abbot Kinney to the centerline of Westminster Avenue; thence west along said centerline of Westminster Avenue to the centerline of Riviera Avenue; then south along said centerline of Riviera Avenue to the centerline of San Juan Avenue; thence west along said centerline of San Juan Avenue to the southerly prolongation of the western property line of APN 4238010009; thence north along said western property line of said APN 4238010009 to the centerline of Westminster Avenue; thence west along said centerline of Westminster Avenue to the centerline of the unnamed alley that runs immediately east of and parallel to Main Street; thence south along said centerline



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of the unnamed alley that runs immediately east of and parallel to Main Street and continuing across San Juan Avenue to the northerly prolongation of the eastern property line of APN 4238010016; thence south along said eastern property line of said APN 4238010016 and continuing across Horizon Avenue to the centerline of Granada Court; thence south along said centerline of Granada Court to the northerly prolongation of the eastern property line of APN 4238013006; thence south along said eastern property line of said APN 4238013006 to the centerline of Windward Avenue; thence west along said centerline of Windward Avenue to the centerline of Grand Boulevard; thence east along said centerline of Grand Boulevard to the northerly prolongation of the eastern property line of APN 4238021001; thence south along said eastern property line of said APN 4238021001 to the centerline of the unnamed alley that lies immediately south of and parallel to Grand Boulevard; thence east along said centerline of the unnamed alley that lies immediately south of and parallel to Grand Boulevard to the northerly prolongation of the eastern property line of APN 4238021025; thence south along said eastern property line of said APN 4238021025 to the centerline of Venice Way; thence west along said centerline of Venice Way to the centerline of Pacific Avenue; thence south along said centerline of Pacific Avenue to the centerline of 18<sup>th</sup> Avenue; thence west along said centerline of 18<sup>th</sup> Avenue to the southerly prolongation of the western property line of APN 4226010011; thence north along said western property line of said APN 4226010011 and continuing across 17<sup>th</sup> Place and along the western property line of APN 4226010018 to the centerline of 17<sup>th</sup> Avenue; thence west along said centerline of 17<sup>th</sup> Avenue to the centerline of Speedway; thence south along said centerline of Speedway to the centerline of 19<sup>th</sup> Avenue; thence west along said centerline of 19<sup>th</sup> Avenue to the centerline of Ocean Front Walk; thence south along said centerline of Ocean Front Walk to the westerly prolongation of the northern property line of APN 4226013006; thence east along said northern property line of said APN 4226013006 to the centerline of Speedway; thence north along said centerline of Speedway to the centerline of 20<sup>th</sup> Place; thence east along said centerline of 20<sup>th</sup> Place to the centerline of Pacific Avenue; thence south along said centerline of Pacific Avenue to the westerly prolongation of the northern property line of APN 4238022001; thence east along said northern property line of said APN 4238022001 to the centerline of Strongs Drive; thence south along said centerline of Strongs Drive to the centerline of North Venice Boulevard; thence east along said centerline of North Venice Boulevard to the northerly prolongation of the eastern property line of APN 4238024906; thence south along said eastern property line of said APN 4238024906 to its intersection with the northern property line of APN 4238024907; thence east along said northern property line of said APN 4238024907 and continuing across Dell Avenue and along the northern property lines of APN 4238025901 and APN 4238025902 to the intersection of the northern property line of said APN 4238025902 with the western property line of APN 4238025903; thence north along said western property line of said APN 4238025903 to the centerline of North Venice Boulevard; thence east along said centerline of North Venice Boulevard to the centerline of Abbot Kinney Boulevard; thence south along said centerline of Abbot Kinney Boulevard to the centerline of South Venice Boulevard; thence west along said centerline of South Venice Boulevard to the centerline of Pacific Avenue; thence north along said centerline of Pacific Avenue to the centerline of North Venice Boulevard; thence west along said centerline of North Venice Boulevard to the northerly prolongation of the eastern boundary of APN 4226014018; thence south along said eastern boundary of said APN 4226014018 to the centerline of Center Court; thence west along said centerline of Center Court to the centerline of Speedway; thence north along said centerline of Speedway to the centerline of North Venice Boulevard; thence west along said centerline of North Venice Boulevard and continuing across Ocean Front Walk and along the southern property line of APN 4226001900 to its intersection with the western property line of APN 4226001900; thence north along said western property line of said APN 4226001900 to the centerline

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of Market Street; thence east along said centerline of Market Street to the southerly prolongation of the western boundary line of APN 4226001902; thence north along said western boundary line of said APN 4226001902 to its intersection with the northern boundary of APN 4226001902; thence east along said northern boundary of said APN 4226001902 to its intersection with the western property line of APN 4226001901, thence north along the western property lines of said APN 4226001901 and continuing along the western property lines of APNs 4286027902, 4286028902, 4286029902, 4286030903, 4288029909, 4288029910 and 4288029914 to the intersection of said APN 4288029914 with the northern boundary of said APN 4288029914, the True Point of Beginning.

There are two zones within the District. The exterior perimeter boundaries of Zone 1 and Zone 2 are more specifically described as follows:

### **Zone 1**

Beginning at the True Point of Beginning at the westerly edge of the northern property line of APN 4288029914; thence east along the northern property line of APN 4288029914 and continuing along the centerline of Barnard Way to the centerline of Ocean Front Walk; thence south along said centerline of Ocean Front Walk to the centerline of Ozone Avenue; thence east along said centerline of Ozone Avenue to the centerline of Speedway; thence south along said centerline of Speedway to the centerline of Dudley Avenue; thence west along said centerline of Dudley Avenue to the centerline of Ocean Front Walk; thence south along said centerline of Ocean Front Walk to the westerly prolongation of the north property line of APN 4286029012; thence east along said north property line of said APN 4286029012 to the centerline of Speedway; thence south along said centerline of Speedway to the eastern prolongation of the southern property line of APN 4286029013; thence west along said southern property line of said APN 4286029013 to the northern prolongation of the eastern property line of APN 4286029017; thence south along said eastern property line of said APN 4286029017 to the centerline of Sunset Avenue; thence east along said centerline of Sunset Avenue to the centerline of Speedway; thence south along said centerline of Speedway to the centerline of Horizon Court; thence east along said centerline of Horizon Court to the centerline of Pacific Avenue; thence north along said centerline of Pacific Avenue to the westerly prolongation of the northern property line of APN 4238011004; thence east along said northern property line of said APN 4238011004 to the centerline of Park Row; thence north along said centerline of Park Row to the centerline of Westminster Avenue; thence east along said centerline of Westminster Avenue to the centerline of Riviera Avenue; thence south along said centerline of Riviera Avenue to the centerline of San Juan Avenue; thence west along said centerline of San Juan Avenue to the southerly prolongation of the western property line of APN 4238010009; thence north along said western property line of said APN 4238010009 to the centerline of Westminster Avenue; thence west along said centerline of Westminster Avenue to the centerline of the unnamed alley that runs immediately east of and parallel to Main Street; thence south along said centerline of the unnamed alley that runs immediately east of and parallel to Main Street and continuing across San Juan Avenue to the northerly prolongation of the eastern property line of APN 4238010016; thence south along said eastern property line of said APN 4238010016 and continuing across Horizon Avenue to the centerline of Granada Court; thence south along said centerline of Granada Court to the northerly prolongation of the eastern property line of APN 4238013006;

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thence south along said eastern property line of said APN 4238013006 to the centerline of Windward Avenue; thence west along said centerline of Windward Avenue to the centerline of Grand Boulevard; thence east along said centerline of Grand Boulevard to the northerly prolongation of the eastern property line of APN 4238021001; thence south along said eastern property line of said APN 4238021001 to the centerline of the unnamed alley that lies immediately south of and parallel to Grand Boulevard; thence east along said centerline of the unnamed alley that lies immediately south of and parallel to Grand Boulevard to the northerly prolongation of the eastern property line of APN 4238021025; thence south along said eastern property line of said APN 4238021025 to the centerline of Venice Way; thence west along said centerline of Venice Way to the centerline of Pacific Avenue; thence south along said centerline of Pacific Avenue to the centerline of 18<sup>th</sup> Avenue; thence west along said centerline of 18<sup>th</sup> Avenue to the southerly prolongation of the western property line of APN 4226010011; thence north along said western property line of said APN 4226010011 and continuing across 17<sup>th</sup> Place and along the western property line of APN 4226010018 to the centerline of 17<sup>th</sup> Avenue; thence west along said centerline of 17<sup>th</sup> Avenue to the centerline of Speedway; thence south along said centerline of Speedway to the centerline of 19<sup>th</sup> Avenue; thence west along said centerline of 19<sup>th</sup> Avenue to the centerline of Ocean Front Walk; thence south along said centerline of Ocean Front Walk to the westerly prolongation of the northern property line of APN 4226013006; thence east along said northern property line of said APN 4226013006 to the centerline of Speedway; thence north along said centerline of Speedway to the centerline of 20<sup>th</sup> Place; thence east along said centerline of 20<sup>th</sup> Place to the centerline of Pacific Avenue; thence south along said centerline of Pacific Avenue to the westerly prolongation of the northern property line of APN 4238022001; thence east along said northern property line of said APN 4238022001 to the centerline of Strongs Drive; thence south along said centerline of Strongs Drive to the centerline of North Venice Boulevard; thence east along said centerline of North Venice Boulevard to the northerly prolongation of the eastern property line of APN 4238024906; thence south along said eastern property line of said APN 4238024906 to its intersection with the northern property line of APN 4238024907; thence east along said northern property line of said APN 4238024907 and continuing across Dell Avenue and along the northern property lines of APN 4238025901 and APN 4238025902 to the intersection of the northern property line of said APN 4238025902 with the western property line of APN 4238025903; thence north along said western property line of said APN 4238025903 to the centerline of North Venice Boulevard; thence east along said centerline of North Venice Boulevard to the centerline of Abbot Kinney Boulevard; thence south along said centerline of Abbot Kinney Boulevard to the centerline of South Venice Boulevard; thence west along said centerline of South Venice Boulevard to the centerline of Pacific Avenue; thence north along said centerline of Pacific Avenue to the centerline of North Venice Boulevard; thence west along said centerline of North Venice Boulevard to the northerly prolongation of the eastern boundary of APN 4226014018; thence south along said eastern boundary of said APN 4226014018 to the centerline of Center Court; thence west along said centerline of Center Court to the centerline of Speedway; thence north along said centerline of Speedway to the centerline of North Venice Boulevard; thence west along said centerline of North Venice Boulevard and continuing across Ocean Front Walk and along the southern property line of APN 4226001900 to its intersection with the western property line of APN 4226001900; thence north along said western property line of said APN 4226001900 to the centerline of Market Street; thence east along said centerline of Market Street to the southerly prolongation of the

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western boundary line of APN 4226001902; thence north along said western boundary line of said APN 4226001902 to its intersection with the northern boundary of APN 4226001902; thence east along said northern boundary of said APN 4226001902 to its intersection with the western property line of APN 4226001901, thence north along the western property lines of said APN 4226001901 and continuing along the western property lines of APNs 4286027902, 4286028902, 4286029902, 4286030903, 4288029909, 4288029910 and 4288029914 to the intersection of said APN 4288029914 with the northern boundary of said APN 4288029914, the True Point of Beginning.

### **Zone 2**

Beginning at the northwest corner of Zone 2, at the intersection of the western and northern property lines of APN 4288006013; thence east along said northern property line of said APN 4288006013 to its intersection with the eastern property line of said APN 4288006013; thence south along said eastern property line of said APN 4288006013 to the centerline of Navy Street; thence east along said centerline of Navy Street to the centerline of Main Street; thence north along said centerline of Main Street to the westerly prolongation of the northern property line of APN 4286003001; thence east along said northern property line of said APN 4286003001 and APN 4286003019 and continuing to the centerline of Hampton Drive; thence south along said centerline of Hampton Drive to the centerline Rose Avenue; thence east along said centerline Rose Avenue to the centerline of 4<sup>th</sup> Avenue; thence south along said centerline of 4<sup>th</sup> Avenue to the centerline of Vernon Avenue; thence west along said centerline of Vernon Avenue to the southerly prolongation of the western property line of APN 4286007015; thence north along said western property line of said APN 4286007015 to the centerline of the unnamed alley that lies immediately north of and parallel to Vernon Avenue; thence west along said centerline of the unnamed alley that lies immediately north of and parallel to Vernon Avenue to the centerline of the unnamed alley that lies immediately east of and parallel to Hampton Drive; thence south along said unnamed alley that lies immediately east of and parallel to Hampton Drive to the centerline of Vernon Avenue; thence east along said centerline of Vernon Avenue to the centerline of the unnamed alley that lies immediately east of and parallel to Hampton Drive; thence south along said unnamed alley that lies immediately east of and parallel to Hampton Drive to the centerline of Indiana Avenue; thence east along said centerline of Indiana Avenue to the unnamed alley that lies immediately east of and parallel to Hampton Drive, thence south along said centerline of the unnamed alley that lies immediately east of and parallel to Hampton Drive to the easterly prolongation of the southern property line of APN 4286010044; thence west along said southern property line of said APN 4286010044 to the centerline of Douglas Place; thence south along said centerline of Douglas Place to the centerline of Brooks Avenue; thence west along said centerline of Brooks Avenue to the centerline of Abbot Kinney Boulevard; thence south along said centerline of Abbot Kinney to the centerline of Westminster Avenue; thence east along said centerline of Westminster Avenue to the centerline of Pacific Avenue; thence north along said centerline of Pacific Avenue to the centerline of Clubhouse Avenue; thence east along said centerline of Clubhouse Avenue to the centerline of Main Street; thence north along said centerline of Main Street to the centerline of Thornton Place; thence west along said centerline of Thornton Place to the centerline of Pacific Avenue; thence north along said centerline of Pacific Avenue to the centerline of Sunset Avenue; thence east along said centerline of Sunset Avenue to the centerline of Main Street;

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thence north along said centerline of Main Street to the centerline of Rose Avenue; thence west along said centerline of Rose Avenue to the southerly prolongation of the western property line of APN 4286017093; thence north along said western property line of said APN 4286017093, crossing Navy Street and continuing along the western property line of APN 4288006013 to its intersection with the northern property line of said APN 4288006013, the point of beginning for Zone 2.

A list of all parcels included in the proposed Venice Beach BID is shown as Appendix 1, attached to this Report with their respective Los Angeles County assessor parcel number and common site addresses. The boundary of the proposed Venice Beach BID and parcels within it are shown on the map of the District attached as Appendix 2 to this Report.

The boundary of the proposed Venice Beach BID and benefit zones and parcels within it are shown on the Boundary Map attached as Appendix 2 to this Report.

All identified parcels within the above-described boundaries shall be assessed to fund special benefit programs, services and improvements as outlined in this Report as well as the Management District Plan. Services, programs and improvements will only be provided to the assessed parcels inside the District boundaries and none will be provided outside of the District boundaries. Each assessed parcel and land use within the Venice Beach BID will proportionately specially benefit from the BID funded supplemental clean and safe programs; district identity and special projects (except as noted herein); and, administration and management as described in more detail under “Work Plan”, beginning on page 19 of this Report.

**Finding 2. From Section 4(a): “Separate general benefits (if any) from the special benefits conferred on parcel(s). Only special benefits are assessable. “**

### **QUANTITATIVE BENEFIT ANALYSIS**

As stipulated in Article XIID Section 4(b) of the California Constitution, assessment District programs and activities confer a combination of general and special benefits to properties, but the only program benefits that can be assessed are those that provide special benefit to the assessed properties. For the purposes of this analysis, a “general benefit” is hereby defined as: “A benefit to properties in the area and in the surrounding community or benefit to the public in general resulting from the improvement, activity, or service to be provided by the assessment levied”. “Special benefit” as defined by the California State Constitution means a distinct benefit over and above general benefits conferred on real property located in the District or to the public at large.

The property uses within the boundaries of the BID that will receive special benefits from BID funded programs and services are currently a mix of commercial, industrial, government and residential. No parcels within the District are zoned solely residential. Services, programs and improvements provided and funded by the BID are primarily designed to provide special benefits as described below to identified assessed parcels and the array of land uses within the boundaries of the District.

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The proposed BID programs, improvements and services and Year 1 – 2017 budget allocation by benefit zone are as follows (see beginning on page 19 of this Report for more detailed descriptions of proposed Venice Beach BID programs and services and how each parcel and land use type specially benefits):

### **Year 1 – 2017 District Special Benefit Cost Allocations (Assessment Revenue Only)**

<b><u>YEAR 1 -2017</u></b>				
<b>ACTIVITY</b>	<b>ZONE 1</b>	<b>ZONE 2</b>	<b>TOTAL YR 1 - 2016</b>	<b>% of Total</b>
Clean & Safe	\$857,662	\$494,596	\$1,352,258	73%
District Identity & Special Projects	\$82,241	\$47,427	\$129,668	7%
Administration & Management	\$234,976	\$135,506	\$370,482	20%
<b>TOTAL</b>	<b>\$1,174,879</b>	<b>\$677,529</b>	<b>\$1,852,408</b>	<b>100%</b>

Assessed commercial/industrial parcels as well as commercial portions of mixed use parcels and government owned parcels with commercial uses and activities on them are conferred proportionate special benefits from all BID funded programs, services and improvements which are intended to attract more customers, users, visitors, employees, tenants and investors. For these parcels, BID programs, services and improvements are designed to increase business volumes, sales transactions, commercial occupancies, commercial rental income and return on investments. These programs, services and improvements are designed to improve commerce, security and aesthetic appeal for patrons, visitors and employees of these parcels within the Venice Beach BID by reducing crime, litter and debris and professionally marketing the array of goods and services available within the BID, all considered necessary in a competitive properly managed business district.

For Government owned and occupied parcels and facilities without commercial portions within the BID, each of these parcels specially benefit, but differently than commercial/industrial type parcels, from BID funded programs and services from cleaner and safer facilities for their employees, students, visitors, vendors and other users of these public locations and facilities. (See Step 1, beginning on page 28 of this Report for a more detailed explanation of assessment rates and special benefits for Government owned/occupied parcels). Government owned and occupied parcels and facilities will not benefit from district identity and special project programs and will not be assessed for them. In the case of assessed Government owned and occupied parcels and facilities, BID funded programs and services are designed to provide safer and enhanced facility frontages for their employees, students, visitors, vendors and users of these parcels and facilities.

For residential parcels and residential portions of mixed use parcels within the BID (all located on commercial or industrial zoned parcels), it is the opinion of this Assessment Engineer that each of these parcels and uses specially benefit similarly to commercial/industrial parcels, from the clean and safe and district identity and special project programs designed to improve the cleanliness, security, marketability and livability of these parcels and residential units on them. Since the majority of residential units within the Venice Beach BID are used as business enterprises, live/work units, rental units, or vacation rental units whether single family units, apartments or residential condominiums, it is the opinion of this Assessment Engineer that each residential unit shall be treated as an existing or potential for-profit business enterprise,

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live/work unit, rental unit, or vacation rental unit. As such, the proportionate special benefits conferred on all residential parcels and units shall be considered similar to those conferred on commercial/industrial parcels within the Venice Beach BID. For these parcels, BID programs, services and improvements are designed to increase residential rental occupancies, rental income and return on investments. These programs, services and improvements are designed to improve commerce, security and aesthetic appeal for tenants, visitors and landlords of these parcels within the Venice Beach BID by reducing crime, litter and debris and increasing the safety and attractiveness of residential rental units within the BID and the nearby array of tourist related goods, services and activities, all considered necessary in a competitive properly managed tourist-based business district.

These benefits are particular and distinct to each and every identified and assessed parcel within the Venice Beach BID and are not provided to non-assessed parcels outside of the District. These programs, services and improvements will only be provided to each individual assessed parcel within the PBID boundaries and, in turn, confer proportionate "special benefits" to each assessed parcel.

In the case of the Venice Beach BID, the very nature of the purpose of this District is to fund supplemental programs, services and improvements to assessed parcels within the BID boundaries above and beyond what is being currently funded either via normal tax supported methods or other funding sources. The City of Los Angeles does not provide these programs and services. All benefits derived from the assessments to be levied on assessed parcels within the BID are for services, programs and improvements directly benefiting each individual assessed parcel within the BID. No BID funded services, activities or programs will be provided outside of the BID boundaries.

While every attempt is made to provide BID services and programs to confer benefits only to those identified assessed parcels within the BID, the California State Constitution was amended via Proposition 218 to stipulate that general benefits exist, either by design or unintentional, in all assessment districts and that a portion of the program costs must be considered attributable to general benefits and assigned a value. General benefits cannot be funded by assessment revenues. General benefits might be conferred on parcels within the District, or “spillover” onto parcels surrounding the District, or to the public at large who might be passing through the District with no intention of transacting business within the District or interest in the District itself.

Empirical assessment engineering analysis throughout California has found that general benefits within a given business improvement district tend to range from 1-5% of the total costs. There are three methods that have been used by this Engineer for determining general and special benefit values within assessment districts:

- (1) The parcel by parcel allocation method
- (2) The program/activity line item allocation method, and
- (3) The composite district overlay determinant method.



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A majority of PBIDs in California for which this Assessment Engineer has provided assessment engineering services since the enactment of Proposition 218, (Article XIID Section 4(b) of the California Constitution) have used Method #3, the composite district overlay determinant method which will be used for the Venice Beach BID. This method of computing the value of general benefit involves a composite of three distinct types of general benefit – general benefit to assessed parcels within the District, general benefit to the public at large within the District and general benefit to parcels outside the District.

### General Benefit – Assessed Parcels within District

BID funded programs are narrowly designed and carefully implemented to specially benefit the assessed District parcels and are only provided for the special benefit to each and every assessed parcel within the District. It is the opinion of this Engineer, based on over 30 years of professional assessment engineering experience, that 100% of benefits conferred on assessed parcels within the District are distinct and special and that there are 0% general benefits conferred on these parcels. This is because the BID funded programs and services are specially geared to the unique needs of each assessed parcel within the BID and are directed specially only to these assessed parcels within the BID. This concept is further reinforced by the proportionality of special benefits conferred on each assessed parcel within the District as determined by the special benefit assessment formula as it is applied to the unique and varying property characteristics unique to each assessed parcel.

### General Benefit - Public At Large

While the Venice Beach BID funded programs are narrowly designed and carefully implemented to specially benefit the assessed District properties and are only provided for the special benefit to each and every assessed parcel within the District, these BID funded programs may also provide an incidental general benefit to the public at large within the District. Assessment Engineering experience in California has found that generally over 95% of people moving about within BID boundaries are engaged in business related to assessed parcels and businesses contained on them within the District, while the public at large “just passing through” is typically much less than 5%. Based on this experience curve and the focused nature of the proposed Venice Beach BID funded programs and over 30 years of assessment engineering experience, it is the opinion of this Engineer that a general benefit factor of 0.01 (1%) of BID funded special benefit program costs that might provide an immediate general benefit to the public at large will be applied to these applicable program costs in order to compute the dollar and percent value of general benefits to the public at large. It is the opinion of this Engineer that the programs that may provide immediate general benefits to the public at large are Clean & Safe Programs. The dollar value of this general benefit type equates to \$9,871 as delineated in the following chart:

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>Program Element</b>	<b>Dollar Allocation</b>	<b>% Allocation of Special Benefit Cost</b>	<b>General Benefit Factor</b>	<b>General Benefit Percent (B x C)</b>	<b>General Benefit Value (D x A)</b>
Clean & Safe Programs	\$1,352,257	73%	0.01	0.73%	\$9,871

### General Benefits – Outside Parcels

While District programs and services will not be provided directly to parcels outside the District boundaries, it is reasonable

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to conclude that District services may confer an indirect general benefit on parcels immediately adjacent to the District boundaries. An inventory of the District boundaries finds that the District is surrounded by 25 commercial zoned parcels with commercial uses located across streets or alleys on the perimeter of the District. In addition, there are 3 commercial zoned parcels tangent to assessed parcels within the District but outside the City limit.

The 25 parcels outside the District boundaries plus the 3 commercial parcels immediately adjacent to assessed parcels within the District can reasonably be assumed to receive some indirect general benefit as a result of BID funded programs, services and improvements. Based on over 30 years of assessment engineering experience, it is the opinion of this Engineer that a benefit factor of 1.0 be attributed to the 461 identified and assessed parcels within the District; a benefit factor of 0.10 be attributed to general benefits conferred on the 3 commercial parcels tangent to assessed parcels within the District and, a benefit factor of 0.05 be attributed to general benefits conferred on the 25 commercial parcels and uses located across the street from assessed parcels within the Venice Beach BID. The cumulative dollar value of this general benefit type equates to \$6,187 (\$1,197 +\$4,990) as delineated in the following chart:

<b>Parcel Type</b>	<b>Quantity</b>	<b>Benefit Factor</b>	<b>Benefit Units</b>	<b>Benefit Percent</b>	<b>Benefit Value</b>
Identified & assessed parcels in District	464	1.00	464.00	99.6671%	\$1,852,408
C-Zone commercial use parcels tangent to District	3	0.10	0.30	0.0644%	\$1,197
C-Zone commercial use parcels non-tangent to District	25	0.05	<u>1.25</u>	<u>0.2685%</u>	<u>\$4,990</u>
<b>TOTAL</b>			465.55	100.00%	\$1,858,595

### **Composite General Benefit**

Based on the general benefit values delineated in the three sections above, the total value of general benefits conferred on assessed parcels within the District, the public at large and parcels outside the District equates to \$16,058 (\$0 + \$9,871 + \$6,187) or 0.86%. For the purposes of this analysis, the general benefit factor of 0.86% will be conservatively rounded up to 1% which equates to a general benefit value of \$18,711. This leaves a value of 99% assigned to special benefit related costs. The general benefit value of \$18,711 when added to the special benefit value of \$1,852,408 (Year 1 –2017 assessments) equates to a total Year 1 – 2017 program cost of \$1,871,119. Remaining costs that are attributed to general benefits, will need to be derived from other sources such as grants, donations, sponsors and program income.

### **BID Programs and Improvements**

The projected program special benefit cost allocation for the 5 year Venice Beach BID term assuming a 5% maximum annual increase is as follows:

#### **5 Year Projected District Special Benefit Costs - Assessment Revenue Only (assumes 5% annual increase)**

<b><u>YEAR 1 -2017</u></b>				
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<b>ACTIVITY</b>	<b>ZONE 1</b>	<b>ZONE 2</b>	<b>TOTAL YR 1 - 2016</b>	<b>% of Total</b>
Clean & Safe	\$857,662	\$494,596	\$1,352,258	73%
District Identity & Special Projects	\$82,241	\$47,427	\$129,668	7%
Administration & Management	\$234,976	\$135,506	\$370,482	20%
<b>TOTAL</b>	<b>\$1,174,879</b>	<b>\$677,529</b>	<b>\$1,852,408</b>	<b>100%</b>
<b><u>YEAR 2 -2018</u></b>				
<b>ACTIVITY</b>	<b>ZONE 1</b>	<b>ZONE 2</b>	<b>TOTAL YR 2 - 2017</b>	<b>% of Total</b>
Clean & Safe	\$900,545	\$519,326	\$1,419,871	73%
District Identity & Special Projects	\$86,353	\$49,798	\$136,151	7%
Administration & Management	\$246,725	\$142,281	\$389,006	20%
<b>TOTAL</b>	<b>\$1,233,623</b>	<b>\$711,405</b>	<b>\$1,945,028</b>	<b>100%</b>
<b><u>YEAR 3 -2019</u></b>				
<b>ACTIVITY</b>	<b>ZONE 1</b>	<b>ZONE 2</b>	<b>TOTAL YR 3 - 2018</b>	<b>% of Total</b>
Clean & Safe	\$945,572	\$545,292	\$1,490,864	73%
District Identity & Special Projects	\$90,671	\$52,288	\$142,959	7%
Administration & Management	\$259,061	\$149,395	\$408,456	20%
<b>TOTAL</b>	<b>\$1,295,304</b>	<b>\$746,975</b>	<b>\$2,042,279</b>	<b>100%</b>
<b><u>YEAR 4 -2020</u></b>				
<b>ACTIVITY</b>	<b>ZONE 1</b>	<b>ZONE 2</b>	<b>TOTAL YR 4 - 2019</b>	<b>% of Total</b>
Clean & Safe	\$992,851	\$572,557	\$1,565,408	73%
District Identity & Special Projects	\$95,204	\$54,902	\$150,106	7%
Administration & Management	\$272,014	\$156,865	\$428,879	20%
<b>TOTAL</b>	<b>\$1,360,069</b>	<b>\$784,324</b>	<b>\$2,144,393</b>	<b>100%</b>
<b><u>YEAR 5 -2021</u></b>				
<b>ACTIVITY</b>	<b>ZONE 1</b>	<b>ZONE 2</b>	<b>TOTAL YR 5 - 2020</b>	<b>% of Total</b>
Clean & Safe	\$1,042,493	\$601,185	\$1,643,678	73%
District Identity & Special Projects	\$99,965	\$57,648	\$157,613	7%
Administration & Management	\$285,615	\$164,708	\$450,323	20%
<b>TOTAL</b>	<b>\$1,428,073</b>	<b>\$823,541</b>	<b>\$2,251,614</b>	<b>100%</b>

As discussed earlier in this Report, the general benefits (i.e. benefits to the general public and surrounding parcels outside the District but not to the assessed parcels themselves) of the proposed improvements, activities and services represent 1% of the total benefits generated and, in turn, 1% of the costs of the BID funded improvements, activities and services provided. Thus, 1% of the total District costs will need to be funded by non-assessment revenue sources such as grants, donations, program income, etc. A delineation of both special and general benefit costs for each program element for each year of the 5 year BID term is shown in the table below:

**Total Year 1 –5 (2017-2021) Special + General Benefit Allocations/Costs**

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<b>SPECIAL + GENERAL BENEFIT COSTS BY CATEGORY &amp; ZONE</b>	<b>Clean and Safe</b>	<b>District Identity</b>	<b>Admin</b>	<b>TOTAL</b>
<b><u>ZONE 1</u></b>				
Year 1 - 2017 Special Benefit Cost	\$857,662	\$82,241	\$234,976	\$1,174,879
Year 1 - 2017 General Benefit Cost	\$8,663	\$831	\$2,373	\$11,867
Year 1 - 2017 Sub Total Costs	\$866,325	\$83,072	\$237,349	\$1,186,746
<b><u>ZONE 2</u></b>				
Year 1 - 2017 Special Benefit Cost	\$494,596	\$47,427	\$135,506	\$677,529
Year 1 - 2017 General Benefit Cost	\$4,996	\$479	\$1,369	\$6,844
Year 1 - 2017 Sub Total Costs	\$499,592	\$47,906	\$136,875	\$684,373
<b>Total Yr 1 Special Benefit Costs</b>	<b>\$1,352,258</b>	<b>\$129,668</b>	<b>\$370,482</b>	<b>\$1,852,408</b>
<b>Total Yr 1 General Benefit Costs</b>	<b>\$13,659</b>	<b>\$1,310</b>	<b>\$3,742</b>	<b>\$18,711</b>
<b>TOTAL YR 1 - 2017 COSTS</b>	<b>\$1,365,917</b>	<b>\$130,978</b>	<b>\$374,224</b>	<b>\$1,871,119</b>
<b><u>ZONE 1</u></b>				
Year 2 - 2018 Special Benefit Cost	\$900,545	\$86,353	\$246,725	\$1,233,623
Year 2 - 2018 General Benefit Cost	\$9,096	\$872	\$2,492	\$12,460
Year 2 - 2018 Sub Total Costs	\$909,641	\$87,225	\$249,217	\$1,246,083
<b><u>ZONE 2</u></b>				
Year 2 - 2018 Special Benefit Cost	\$519,326	\$49,798	\$142,281	\$711,405
Year 2 - 2018 General Benefit Cost	\$5,246	\$503	\$1,437	\$7,186
Year 2 - 2018 Sub Total Costs	\$524,572	\$50,301	\$143,718	\$718,591
<b>TOTAL YR 2 Special Benefit Costs</b>	<b>\$1,419,871</b>	<b>\$136,151</b>	<b>\$389,006</b>	<b>\$1,945,028</b>
<b>TOTAL YR 2 General Benefit Costs</b>	<b>\$14,342</b>	<b>\$1,375</b>	<b>\$3,929</b>	<b>\$19,646</b>
<b>TOTAL YR 2 - 2018 COSTS</b>	<b>\$1,434,213</b>	<b>\$137,526</b>	<b>\$392,935</b>	<b>\$1,964,674</b>
<b><u>ZONE 1</u></b>				
Year 3 - 2019 Special Benefit Cost	\$945,572	\$90,671	\$259,061	\$1,295,304
Year 3 - 2019 General Benefit Cost	\$9,551	\$916	\$2,617	\$13,084
Year 3 - 2019 Sub Total Costs	\$955,123	\$91,587	\$261,678	\$1,308,388
<b><u>ZONE 2</u></b>				
Year 3 - 2019 Special Benefit Cost	\$545,292	\$52,288	\$149,395	\$746,975
Year 3 - 2019 General Benefit Cost	\$5,508	\$528	\$1,509	\$7,545
Year 3 - 2019 Sub Total Costs	\$550,800	\$52,816	\$150,904	\$754,520
<b>TOTAL YR 3 Special Benefit Costs</b>	<b>\$1,490,864</b>	<b>\$142,959</b>	<b>\$408,456</b>	<b>\$2,042,279</b>
<b>TOTAL YR 3 General Benefit Costs</b>	<b>\$15,059</b>	<b>\$1,444</b>	<b>\$4,126</b>	<b>\$20,629</b>
<b>TOTAL YR 3 - 2019 COSTS</b>	<b>\$1,505,923</b>	<b>\$144,403</b>	<b>\$412,582</b>	<b>\$2,062,908</b>
<b><u>ZONE 1</u></b>				
Year 4 - 2020 Special Benefit Cost	\$992,851	\$95,204	\$272,014	\$1,360,069
Year 4 - 2020 General Benefit Cost	\$10,029	\$962	\$2,748	\$13,739
Year 4 - 2020 Sub Total Costs	\$1,002,880	\$96,166	\$274,762	\$1,373,808
<b><u>ZONE 2</u></b>				
Year 4 - 2020 Special Benefit Cost	\$572,557	\$54,902	\$156,865	\$784,324
Year 4 - 2020 General Benefit Cost	\$5,783	\$555	\$1,584	\$7,922
Year 4 - 2020 Sub Total Costs	\$578,340	\$55,457	\$158,449	\$792,246
<b>TOTAL YR 4 Special Benefit Costs</b>	<b>\$1,565,408</b>	<b>\$150,106</b>	<b>\$428,879</b>	<b>\$2,144,393</b>

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<b>TOTAL YR 4 General Benefit Costs</b>	<b>\$15,812</b>	<b>\$1,517</b>	<b>\$4,332</b>	<b>\$21,661</b>
<b>TOTAL YR 4 - 2020 COSTS</b>	<b>\$1,581,220</b>	<b>\$151,623</b>	<b>\$433,211</b>	<b>\$2,166,054</b>
<b><u>ZONE 1</u></b>				
Year 5 - 2021 Special Benefit Cost	\$1,042,493	\$99,965	\$285,615	\$1,428,073
Year 5 - 2021 General Benefit Cost	\$10,530	\$1,010	\$2,885	\$14,425
Year 5 - 2021 Sub Total Costs	\$1,053,023	\$100,975	\$288,500	\$1,442,498
<b><u>ZONE 2</u></b>				
Year 5 - 2021 Special Benefit Cost	\$601,185	\$57,648	\$164,708	\$823,541
Year 5 - 2021 General Benefit Cost	\$6,073	\$582	\$1,664	\$8,319
Year 5 - 2021 Sub Total Costs	\$607,258	\$58,230	\$166,372	\$831,860
<b>TOTAL YR 5 Special Benefit Costs</b>	<b>\$1,643,678</b>	<b>\$157,613</b>	<b>\$450,323</b>	<b>\$2,251,614</b>
<b>TOTAL YR 5 General Benefit Costs</b>	<b>\$16,603</b>	<b>\$1,592</b>	<b>\$4,549</b>	<b>\$22,744</b>
<b>TOTAL YR 5 - 2021 COSTS</b>	<b>\$1,660,281</b>	<b>\$159,205</b>	<b>\$454,872</b>	<b>\$2,274,358</b>

### WORK PLAN

#### Overview

The property uses within the boundaries of the BID which will receive special benefits from BID funded programs and services are currently a mix of commercial, industrial, government and residential (on commercial zoned properties). BID funded activities are primarily designed to provide proportionate special benefits as described below to identified assessed parcels and the commercial land uses within the boundaries of the District. The range of proposed BID funded special benefit programs, services and improvements includes: clean and safe programs; district identity and special projects; and, administration and management.

BID funded clean and safe programs enhance each assessed parcel by improving the aesthetic appearance and security of each assessed parcel frontage for enhanced attraction and security for its business tenants, employees, customers, clients and visitors. The district identity and special projects provide important and beneficial information, alerts and news to property and business owners of each assessed parcel within the Venice Beach BID via quarterly newsletters and an active and informative District website. BID funded programs, services and improvements may improve commerce and aesthetic appeal to attract new patrons, visitors and employees of assessed parcels within the Venice Beach BID by reducing litter and debris and crime and professionally marketing goods and services available within the BID, all considered necessary in a competitive properly managed business district. The special benefits conferred on each parcel and land use type are delineated in the sections below.

The proposed Venice Beach BID will provide the following programs and services for each individual parcel assessed in the BID:

#### 1) **Clean and Safe Services**                      \$1,365,917 (Special and General Benefit Costs)

“Clean” programs encompass all sidewalk, curb and other right-of-way services in the District and includes: sweeping, litter removal, bulky item removal, enhanced emptying of trash cans, pressure washing/steam cleaning, graffiti/flyer/sticker/gum

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removal, tree trimming and weeding. Clean also includes the cost of equipment necessary to provide these services. Clean may also include property owner notification of conditions on private property that are unsafe or unfavorable to creating and preserving a clean and safe environment in the District (e.g. broken window/gate, vandalism, accumulated debris/garbage, etc.) Clean may also include notification to the City or other entities as appropriate (e.g. utilities) of any damage to public infrastructure or utilities.

“Safe” programs encompass all patrol/ambassadorial services in the District and includes: personnel on foot, bike, or other vehicles (e.g. segways, trucks, etc.), ambassadors (specially trained personnel able to provide directions, transit information, business information, event information, social service referrals, etc.), emergency assistance, crowd control, crime prevention activities (e.g. Neighborhood Watch), escort services and distribution of special bulletins (e.g. street closures, emergency alerts.) Safe also includes the cost of equipment necessary to provide these services.

The goal of both clean and safe programs is the same: to establish and maintain a clean, safe, beautiful and friendly District by providing these services to all the individually assessed parcels in the District. The special benefits conferred by these programs are discussed later in this section. Various levels of clean and safe activities will be required over time to maintain the District.

To assist the Owners’ Association in budgeting and the deployment of resources, an incident-tracking software/database will be developed to track calls for clean and safe services for individually assessed parcels in the District. This data will help ensure that negative public safety trends are identified quickly and can be addressed efficiently and effectively so that crime, litter and blight do not deter pedestrian activity and commerce.. The database will be developed and expanded as funds are available to implement this goal.

Zone 1 shall receive twice the frequency of clean and safe services as Zone 2. Although the future Board of Directors shall consider and approve the actual deployment schedule, in general, Zone 1’s highest demand for services occurs from late morning through the night. Zone 2’s highest demand for clean and safe services occurs in the early morning and the early evening, with notably lesser needs during the day and night. Also, Zone 1’s service demand fluctuates more day-to-day (with highest demands occurring Thursday – Saturday afternoon/evening/night, on holidays, and seasonally, from Spring through Fall.) Zone 2’s service demand is much more consistent across each day of the week, and throughout the year. Zone 1’s needs are most heavily determined by intense visitor/tourist traffic which peaks in the warmer months, and on weekends throughout the year. Zone 2’s needs are more driven by local employees, residents and visitors; tourism is a factor, but plays a much smaller role in Zone 2 demand.

“Clean” programs will assist in enhancing the image of each individual assessed parcel in the BID. For commercial and industrial parcels “clean” programs are designed to increase vehicular and pedestrian traffic within the BID that is intended to increase commerce and customer activity, attract and retain new business and patrons for assessed commercial and industrial parcels within the BID boundaries, increase commercial/industrial rents and occupancies as well as maintain or improve upon the tourist base. In the case of assessed Government owned parcels and facilities, BID funded “clean”

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programs provide cleaner frontages for their employees, students, visitors, vendors and users of these public facilities. Further, in the case of assessed commercial or industrial-zoned residential uses, BID funded “clean” programs improve the aesthetic appeal of each assessed residential type parcel for tenants, visitors and landlords, which, in turn, is intended to increase residential occupancies and return on investment.

“Safe” programs will assist in creating a safe and secure environment for each individual assessed parcel in the Venice Beach BID. For commercial and industrial parcels, BID funded “safe” programs are designed to increase vehicular and pedestrian traffic, increase commerce and customer activity, attract and retain new business and patrons, as well as increase commercial rents and commercial occupancies for the assessed parcels commercial and industrial parcels within the BID boundaries. In the case of assessed Government owned parcels and facilities, BID funded “safe” programs and are designed to provide safer frontages of Government owned parcels and facilities for their employees, students, visitors, vendors and users of these public facilities. . Further, in the case of assessed commercial or industrial-zoned residential uses, BID funded “safe” programs are designed to improve the security of each residential type parcel for tenants, visitors and landlords, which, in turn, is intended to increase residential occupancies and return on investment. Each assessed parcel will proportionally specially benefit from the security programs and services.

### **2) District Identity and Special Projects** \$130,978 (Special and General Benefit Costs)

District Identity & Special Projects includes activities such as: production of a quarterly (minimum frequency) newsletter that shall be distributed to all property owners in the District, efforts to cultivate and recognize the satisfaction, retention and attraction of businesses, employees and customers/visitors, advertising, response to media inquiries, cultivation of media exposure, and promotion of the District as a great place to live, work or visit through a website and/or social media. To the extent that funds are available, it could also include holiday lighting, street banners, way-finding activities, art installation or development of special events (e.g. festival) or other community identity and branding efforts that promote the District, its residents, businesses, services and amenities.

This component, district identity & special projects is designed to specially benefit and improve the marketability of the array of goods and services provided by businesses on each identified and assessed parcel within the BID. This special benefit program is designed to attract more commercial customers and clients, employees, tenants and investors which may, in turn, increase business volumes, sales transactions, commercial occupancies, commercial rental income and return on investments for each commercial/industrial parcel and business within the BID. Government owned/occupied parcels and facilities (except select parcels which have commercial operations such as paid public parking) will not specially benefit from this program element and thus, shall not be assessed for these programs. This is discussed in more detail on page 24 of this Report. District Identity and Special Projects will only be provided for those individually assessed parcels located within the BID boundaries.

### **3) Administration and Management** \$374,224 (Special and General Benefit Costs)

Administration & Management includes activities such as: personnel, operations, professional services (e.g. legal, accounting, insurance), production of the Annual Planning Report and Budget and quarterly reports, facilitation of meetings



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of the Owners’ Association, Brown Act compliance, outreach to District property and business owners, and participation in professional peer/best practice forums such as the LA BID Consortium, the California Downtown Association or the International Downtown Association. It also covers the costs associated with District formation, as well as City and/or County fees associated with their oversight of the District and the Owners’ Association’s compliance with the terms of its contract with the City, and the implementation of the Management District Plan and the Engineer’s Report.

This component is key to the proper expenditure of BID assessment funds and the administration of BID programs and activities that are intended to promote business within the BID boundaries through increased commerce and the attraction and retention of new business. The BID Program Management program exists only for the purposes of the BID and will only be provided for matters pertaining to each individual assessed parcel within the BID boundaries. All parcels and land use types within the District will specially benefit from this key program element which supports each of the special benefits conferred by each of the program elements described above.

In summary, all of the above programs, services and improvements work together to provide a cleaner, safer and more economically viable place for each assessed parcel in the district. The property uses within the boundaries of the BID that will receive special benefits from BID funded programs and services are currently a mix of commercial, industrial, government and residential (on commercial zoned properties). Programs, services and improvements provided by the BID are primarily designed to provide special benefits as described above to identified assessed parcels and the array of land uses within the boundaries of the District. The proposed BID assessments will only be levied on identified parcels within the BID boundaries and assessment revenues will be spent to deliver services that only provide a direct and special benefit to assessed parcels and to improve the economic vitality of these parcels. Each assessed parcel and land use within the Venice Beach BID will proportionately and specially benefit from the BID funded supplemental clean and safe programs, district identity and special projects (except as noted herein), and administration and management.

The array of uses within the proposed Venice Beach BID include a mix of commercial, industrial, government and residential (on commercial zoned properties). Each of these uses and assessed parcels specially benefit from BID funded programs, services and improvements by potentially attracting more commercial clients, employees, tenants and investors as a result of these programs, services and improvements. This, in turn, may also increase business volumes, sales transactions, commercial occupancies, commercial rental income and return on investments. These programs, services and improvements are designed to improve commerce and aesthetic appeal for each assessed parcel within the Venice Beach BID and their patrons, visitors and employees by reducing litter and debris and crime and professionally marketing goods and services available within the BID, all considered necessary in a competitive properly managed business district.

The Proposed Venice Beach BID may increase the assessment for each individual parcel each year during the five year effective operating period, but in no event shall the assessment increase exceed 5% and must be approved by the Board of Directors, included in the Annual Planning Report and adopted by the City of Los Angeles City Council. The accrued interest and delinquent payments will be expended within the budgeted categories. The Board of the Directors of the Owners Association of the proposed Venice Beach BID shall determine the percentage increase to the annual assessment

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and the methodology employed to determine the amount of the increase. The BID Director shall communicate the annual increase to the City of Los Angeles each year in which the BID operates at a time determined in the Administration Contract held between the Owners Association and the City of Los Angeles. Accrued interest and delinquent payments will be expended within the budget categories in the percentage amount indicated.

Assessments for the Fiscal Year beginning January 1, 2017 will be invoiced by the City of Los Angeles and assessments for subsequent fiscal years, through and including the Fiscal Year ending December 31, 2021 will be collected at the same time and in the same manner as ad valorem taxes paid to the County of Los Angeles. The City of Los Angeles is authorized to collect any assessments not placed on the County tax rolls, or to place assessments, unpaid delinquent assessments, or penalties on the County tax rolls as appropriate to implement the Management District Plan.

It is recognized that market conditions may cause the cost of providing goods and services to fluctuate from year to year. Accordingly, the Owners’ Association shall have the right to reallocate up to 10% of any budget line item within the budget categories based on such cost fluctuations subject to the review and approval by the Board and included in the Annual Planning Report that will be approved by the Los Angeles City Council pursuant to Streets and Highways Code Section 36650. Accrued interest or delinquent payments may be expended in any budget category.

Pursuant to Section 36671 of the Streets and Highways Code, any funds remaining after the fifth year of operation will be rolled over into the renewal budget or returned to stakeholders. BID assessment funds may be used to pay for costs related to the following BID renewal term. If the District is not renewed or terminated for any reason, unexpended funds will be returned to the property owners.

**Finding 3. From Section 4(a): “(Determine) the proportionate special benefit derived by each parcel in relationship to the entirety of the.....cost of public improvement(s) or the maintenance and operation expenses.....or the cost of the property related service being provided.**

Each identified parcel within the district will be assessed based on property characteristics unique only to that parcel. Based on the specific needs and corresponding nature of the program activities to be funded by the proposed Venice Beach BID (i.e. clean and safe programs; district identity and special projects; and, administration and management) it is the opinion of this Assessment Engineer that the assessment factors on which to base assessment rates relate directly to the proportionate amount of building area, land area and street frontage within two benefit zones.

The calculated assessment rates are applied to the actual measured parameters of each parcel and thereby are proportional to each and every other identified parcel within the district as a whole. Larger parcels and ones with larger building areas and/or street frontages are expected to impact the demand for services and programs to a greater extent than smaller land and building areas and/or street frontages and thus, are assigned a greater proportionate degree of assessment program and service costs. The proportionality is further achieved by setting targeted formula component weights for the respective

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parcel by parcel identified property attributes.

The proportionate special benefit cost for each parcel has been calculated based on proportionate formula components and is listed as an attachment to the Management District Plan and this Report. The individual percentages (i.e. proportionate relationship to the total special benefit related program and activity costs) is computed by dividing the individual parcel assessment by the total special benefit program costs.

**Finding 4. From Section 4(a): “No assessment shall be imposed on any parcel which exceeds the reasonable cost of the proportional special benefit conferred on that parcel.”**

Not only are the proposed program costs reasonable due to the benefit of group purchasing and contracting which would be possible through the proposed Venice Beach BID, they are also considerably less than other options considered by the proposed Venice Beach BID Formation Committee. The actual assessment rates for each parcel within the BID directly relate to the level of service and, in turn, special benefit to be conferred on each parcel based on the respective building area, land area and street frontage of each parcel within two benefit zones.

**Finding 5. From Section 4(a): “Parcels.....that are owned or used by any (public) agency shall not be exempt from assessment.....”**

There are 33 identified and assessed Government owned parcels within the Venice Beach BID for which BID funded special benefit programs, services and improvements will be provided. Of the 33 assessed Government owned parcels, 24 are owned by the City of Los Angeles, 7 by the State of California, 1 by the Los Angeles Unified School District (LAUSD), and 1 by the Metropolitan Transit Authority (LACMTA).

### City, State and MTA Properties

For Government owned/occupied parcels and facilities within the BID (other than as delineated herein for LAUSD property), each of these parcels specially benefit from BID funded programs, services and improvements, but differently than commercial/industrial parcels, the special benefits include cleaner and safer facility frontages for their employees, students, visitors, vendors and other users of these public locations and facilities. It is the opinion of this Engineer that Government owned and occupied parcels will NOT benefit from commercial oriented district identity and special project related programs and, thus, will not be assessed for them.

Several City and State-owned parcels and one Metro-owned parcel within the District have been identified as parcels that shall not benefit from the District Identity & Special Projects category. These parcels include all of parcels fronting Ocean Front Walk, an access-way to the Venice canals, a dog park, a senior center and a bus maintenance yard that do not benefit

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from the marketing and promotion of the district. All of the City-owned parcels and State-owned parcels fronting Ocean Front Walk comprise the Venice Boardwalk and the beachfront property to the west of the Boardwalk. These parcels are collectively operated as a free public park, and so do not benefit from the marketing and promotion of the District or increased visitors to the area. Similarly, the pedestrian access-way to the Venice Canals, the dog park and the Senior Center do not benefit from increased visitors. Metro (the LA County regional transportation agency) owns and operates a bus maintenance yard in the District. As regional public transit operates with subsidies and does not make a profit, it also does not benefit from increased patronage due to marketing and promotion of the District. None of these public uses benefit from increased visitor and patron traffic in the way that commercial businesses and certain other public uses in the District (e.g. paid parking lots) do.

This finding is reflected in a modified assessment rate for these parcels that eliminates the budgetary allocation for district identity and special project programs (7%.) These parcels are identified in the table on page 27. It is further the opinion of this Engineer that Government owned parcels and facilities within the BID will specially benefit from “clean and safe” programs and related management, similar to the special benefits conferred on commercial/industrial parcels. These Government owned parcels will be assessed for 100% of the proportionate special benefits conferred upon them. It is noted that the property quantities for these parcels have been adjusted in the District totals in order to apply the equivalent proportionate assessment rates.

For Government owned parcels with commercial activities or uses on them (i.e. paid public parking, vendor space, pay to play recreation facilities, etc.), it is the opinion of this Assessment Engineer that these parcels will specially benefit from all BID funded programs, services and improvements, including district identity and special project programs and shall be assessed in a similar manner and at the same rates as commercial/industrial parcels in the District. These Government owned parcels will be assessed for 100% of the proportionate special benefits conferred upon them. These parcels are also identified in the table on page 27.

It is noted that the City-owned parcels along Ocean Front Walk shall receive full clean and safe and management services for all boardwalk frontage, all improvements (restrooms, buildings,) all paved/concrete areas (walkways, etc) and the extensive grassy knoll that abuts Ocean Front Walk. Any sand portion of these parcels shall not be patrolled and serviced nor, in turn, assessed.

### **LAUSD Property**

Based on a review of streetscape and security services that the Los Angeles Unified School District (LAUSD) provides for the 1 parcel (elementary school) that they own and occupy within Zone 2 of the District, coupled with the finding that government owned and occupied parcels do not benefit from district identity and special project programs, it is the opinion of the Engineer that assessment formula rates for this parcel shall be as follows: 1) The building area rate shall be set at \$0.032 per square foot, the street frontage rate shall be set at \$5.80 per linear foot and the land area rate shall be set at

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\$0.0275 per square foot. These modified assessment rates fund supplemental District streetscape and security services that coincide with the levels of perimeter streetscape and security services already provided by LAUSD for the 1 parcel that they own within the District. The special benefits include cleaner and safer facility entrances and perimeters for their employees, students, visitors, vendors and other users of this public facility. Although the LAUSD parcel requires a different frequency of services than other individually assessed parcels in the district, the LAUSD parcel will pay for 100% of the proportionate special benefits conferred upon it. It is noted that the property quantities for this parcel have been adjusted in the District totals in order to apply the equivalent proportionate assessment rates.

Each identified and assessable Government owned parcel within the Venice Beach BID will proportionately specially benefit as delineated herein from the BID funded supplemental clean and safe and management programs, services and improvements. For identified assessable Government owned parcels and facilities, each of these parcels specially benefit from BID funded programs and services from cleaner and safer facility frontages for their employees, students, visitors, vendors and other users of these public locations and facilities. These services are designed to improve the safety and cleanliness for visitors, their employees and users of public facilities on Government owned parcels within the Venice Beach BID by reducing crime, litter and debris, all considered detractors to employment, visitation and use of public facilities if not contained and properly managed.

There is no compelling evidence that these identified and assessed Government owned parcels would not proportionately specially benefit from BID funded programs, services and improvements and, thus, will be assessed as delineated herein. All identified and assessed Government owned parcels within the Venice Beach BID are shown in the following Table:

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Zone	APN	Parcel Address	Property Owner	Use	Assessed for DI/SP?*	% of lot assessed?*	Parcel Assessment	% Ownership
Zone 1	4288029900	NONE	CITY OF LOS ANGELES	PUBLIC PARK / BEACH	NO	0%	\$1,074.75	0.06%
Zone 1	4226001900	26 W MARKET ST	L A CITY	PUBLIC PARK / BEACH	NO	67%	\$51,978.98	2.81%
Zone 1	4226001901	NONE	L A CITY	PUBLIC PARK / BEACH	NO	20%	\$30,484.93	1.65%
Zone 1	4226002900	2300 OCEAN FRONT WALK	L A CITY	PUBLIC PARK / BEACH	NO	25%	\$71,432.90	3.86%
Zone 1	4238014900	1608-1610 S PACIFIC AVE	L A CITY	VACANT/COMMERCIAL	YES	100%	\$7,440.29	0.40%
Zone 1	4238024900	2102 S PACIFIC AVE	L A CITY	PUBLIC PARKING	YES	100%	\$16,166.65	0.87%
Zone 1	4238024902	128 E VENICE BLVD	L A CITY	PUBLIC PARKING	YES	100%	\$8,215.66	0.44%
Zone 1	4238024903	206 N VENICE BLVD	L A CITY	PUBLIC PARKING	YES	100%	\$2,943.42	0.16%
Zone 1	4238024905	216 E VENICE BLVD	L A CITY	PUBLIC PARKING	YES	100%	\$2,629.74	0.14%
Zone 1	4238024906	302 E VENICE BLVD	L A CITY	PUBLIC PARKING	YES	100%	\$1,314.87	0.07%
Zone 1	4238024907	319 E SOUTH VENICE BLVD	L A CITY	PUBLIC PARKING	YES	100%	\$24,976.40	1.35%
Zone 1	4238024908	2106 S CANAL ST	L A CITY	PUBLIC PARKING	YES	100%	\$4,069.87	0.22%
Zone 1	4238024909	NONE	L A CITY	PUBLIC PARKING	YES	100%	\$703.20	0.04%
Zone 1	4238024910	210 N VENICE BLVD	L A CITY	PUBLIC PARKING	YES	100%	\$1,314.87	0.07%
Zone 1	4238024911	125 S VENICE BLVD	L A CITY	CANAL ACCESSWAY	NO	100%	\$4,456.56	0.24%
Zone 1	4238025901	NONE	L A CITY	PUBLIC PARKING	YES	100%	\$4,073.60	0.22%
Zone 1	4238025902	NONE	L A CITY	PUBLIC PARKING	YES	100%	\$22,171.43	1.20%
Zone 1	4238025903	NONE	L A CITY	PUBLIC PARKING	YES	100%	\$6,582.00	0.36%
Zone 1	4286027902	NONE	L A CITY	PUBLIC PARK / BEACH	NO	20%	\$17,050.35	0.92%
Zone 1	4286028902	NONE	L A CITY	PUBLIC PARK / BEACH	NO	5%	\$13,038.98	0.70%
Zone 1	4286029902	NONE	L A CITY	PUBLIC PARK / BEACH	NO	10%	\$17,922.96	0.97%
Zone 1	4286030903	NONE	L A CITY	PUBLIC PARK / BEACH	NO	60%	\$26,849.63	1.45%
Zone 2	4238018900	NONE	L A CITY	PUBLIC PARKING, LIBRARY	NO	100%	\$62,098.43	3.35%
Zone 2	4238002900	1234 S PACIFIC AVE	L A CITY	DOG PARK / SENIOR CTR	NO	100%	\$27,614.22	1.49%
			<b>L A CITY TOTAL</b>				<b>\$426,604.68</b>	<b>23.04%</b>
Zone 2	4238002902	1010 ABBOT KINNEY BLVD	L A UNIFIED SCHOOL DIST	WESTMINSTER ELEMENTARY	n/a	n/a	\$24,020.88	1.30%
			<b>L A UNIFIED SCHOOL DIST TOTAL</b>				<b>\$24,020.88</b>	<b>1.30%</b>
Zone 2	4286015900	100 SUNSET AVE	LACMTA	BUS MAINTENANCE & STORAGE YARD	NO	100%	\$35,933.09	1.94%
			<b>LACMTA TOTAL</b>				<b>\$35,933.09</b>	<b>1.94%</b>
Zone 1	4226001902	NONE	STATE OF CALIF	PUBLIC PARK / BEACH	NO	100%	\$10,409.51	0.56%
Zone 1	4226001903	1502-1522 S OCEAN FRONT WALK	STATE OF CALIF	PUBLIC PARK / BEACH	NO	100%	\$20,722.86	1.12%
Zone 1	4288029909	120 OCEAN FRONT WALK	STATE OF CALIF	PUBLIC PARK / BEACH	NO	0%	\$5,091.40	0.27%
Zone 1	4288029910	NONE	STATE OF CALIF	PUBLIC PARK / BEACH	NO	0%	\$750.58	0.04%
Zone 1	4288029916	NONE	STATE OF CALIF	PUBLIC PARK / BEACH	NO	0%	\$0.00	0.00%
Zone 1	4288029906	NONE	STATE OF CALIF	PUBLIC PARK / BEACH	NO	0%	\$0.00	0.00%
Zone 1	4288029914	NONE	STATE OF CALIF	PUBLIC PARK / BEACH	NO	0%	\$333.89	0.02%
			<b>STATE OF CALIF TOTAL</b>				<b>\$37,308.23</b>	<b>2.01%</b>
			<b>ALL PUBLICLY OWNED PARCELS</b>				<b>\$523,866.88</b>	<b>28.29%</b>

**Finding 6.** From Section 4(b): “All assessments must be supported by a detailed engineer’s report prepared by a registered professional engineer certified by the State of California”.

This report serves as the “detailed engineer’s report” to support the benefit property assessments proposed to be levied within the proposed Venice Beach BID.

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**Finding 7. From Section 4(c): “The amount of the proposed assessment for each parcel shall be calculated (along with) the total amount thereof chargeable to the entire district, the duration of such payments, the reason for such assessment and the basis upon which the amount of the proposed assessment was calculated.”**

The individual and total parcel assessments attributable to special property benefits are shown on Appendix 1 to the Management District Plan and this Report. The proposed District and resultant assessment payments will continue for 5 years and may be renewed again at that time. The reasons (purposes) for the proposed assessments are outlined in Finding 2 above as well as in the Management District Plan. The calculation basis of the proposed assessment is attributed to building area, land area and street frontage.

### **Assessment Formula Methodology**

#### **Step 1. Select “Basic Benefit Unit(s)”**

##### **General Assessment Formula Development**

The method used to determine special benefits derived by each identified property within a BID begins with the selection of a suitable and tangible basic benefit unit. For property related services, such as those proposed in the Venice Beach BID, the benefit unit may be measured in linear feet of street frontage or parcel size in square feet or building size in square feet or any combination of these factors. Factor quantities for each parcel are then measured or otherwise ascertained. From these figures, the amount of benefit units to be assigned to each property can be calculated. Special circumstances such as unique geography, land uses, development constraints etc. are carefully reviewed relative to specific programs and improvements to be funded by the BID in order to determine any levels of different benefit that may apply on a parcel-by-parcel or categorical basis.

Based on the factors described above such as geography and nature of programs and activities proposed, an assessment formula is developed which is derived from a singular or composite basic benefit unit factor or factors. Within the assessment formula, different factors may be assigned different “weights” or percentage of values based on their relationship to programs/services to be funded.

Next, all program and activity costs, including incidental costs, District administration and ancillary program costs, are estimated. It is noted, as stipulated in Article XIID Section 4(b) of the California Constitution, and now required of all property based assessment Districts, indirect or general benefits costs may not be incorporated into the assessment formula and levied on the District properties; only direct or “special” benefits and costs may be considered. Indirect or general benefit costs, if any, must be identified and, if quantifiable, calculated and factored out of the assessment cost basis to produce a “net” cost figure. In addition, Article XIID Section 4(b) of the California Constitution also no longer automatically exempts government owned property from being assessed unless the respective public agency can provide

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clear and convincing evidence that their property does not specially benefit from the programs and services to be funded by the proposed special assessments. If special benefit is determined to be conferred upon such properties, they must be assessed in proportion to special benefits conferred in a manner similar to privately owned property assessments. (See beginning on page 24 of this Report for discussion regarding government owned parcels within the Venice Beach BID).

From the estimated net program costs, the value of a basic benefit unit or “basic net unit cost” can be computed by dividing the total amount of estimated net program costs by the total number of benefit units. The amount of assessment for each parcel can be computed at this time by multiplying the Net Unit Cost times the number of Basic Benefit Units per parcel. This is known as “spreading the assessment” or the “assessment spread” in that all costs are allocated proportionally or “spread” amongst all benefitting properties within the BID.

The method and basis of spreading program costs varies from one BID to another based on local geographic conditions, types of programs and activities proposed, and size and development complexity of the District. BIDs may require secondary benefit zones to be identified to allow for a tiered assessment formula for variable or “stepped-down” benefits derived.

### **Venice Beach BID Assessment Formula**

Based on the specific needs and corresponding nature of the program activities to be funded by the proposed Venice Beach BID (i.e. clean and safe programs; district identity and special projects; and, administration and management) it is the opinion of this Assessment Engineer that the assessment factors on which to base assessment rates relate directly to the proportionate amount of building area, land area and street frontage within two benefit zones.

The “Basic Benefit Units” will be expressed as a combined function of gross building square footage (Benefit Unit “A”), land square footage (Benefit Unit “B”), and street frontage (Benefit Unit “C”). Based on the shape of the proposed Venice Beach BID, as well as the nature of the District program elements, it is determined that all identified properties will gain a direct and proportionate degree of special benefit based on the respective amount of building area, land area and street frontage within two benefit zones.

For the array of land uses within the BID, the interactive application of building and land areas and street frontage quantities are a proven method of fairly and equitably spreading special benefit costs to these beneficiaries of BID funded services, programs and improvements. Each of these factors directly relates to the degree of special benefit each assessed parcel will receive from BID funded activities. There are no parcels zoned solely residential within the Venice Beach BID.

Building area is a direct measure of the static utilization of each parcel and its corresponding impact or draw on BID funded activities such as district identity and special projects. In the opinion of this Assessment Engineer, the targeted weight of this factor, building area, should generate approximately 10% of the total BID revenue (8.426530% when adjusted for precise parcel measurements and program costs and service levels).



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Land area is a direct measure of the current and future development capacity of each parcel and its corresponding impact or draw on BID funded activities such as administration and management. In the opinion of this Assessment Engineer, the targeted weight of this factor, land area, should generate approximately 20% of the total BID revenue (19.560164% when adjusted for precise parcel measurements and program costs and service levels).

Street Frontage is a direct measure of the current and future development capacity of each parcel and its corresponding impact or draw on BID funded activities such as clean and safe programs. Street frontage includes all public street frontages of a parcel. In the opinion of this Assessment Engineer, the targeted weight of this factor, street frontage, should generate approximately 70% of the total BID revenue (72.013306% when adjusted for precise parcel measurements and program costs and service levels).

### **Special Assessment Circumstances**

#### **1. Commercial and Mixed-Use Condominiums**

Condominiums within the Venice Beach BID shall be assessed based on actual land area covered, condo building pad area and direct street frontage for each unit. Because such uses are typically developed as part of a multi-floor mixed-use complex, special methodologies are needed to address the levy of assessments on such land uses as follows:

##### **Multi-Floor Commercial Only Condominiums**

- Building pad area assessed at respective building area rate
- Land assessed at land area rate but pro-rated for each unit relative to total number of units
- Frontage assessed at frontage rate but pro-rated for each unit relative to total number of units

##### **Multi-Floor Mixed-Use Condominiums**

- Commercial and residential condo building pad area assessed at respective commercial building area rate
- Land assessed at land area rate, pro-rated for each unit relative to total number of units
- Frontage assessed at frontage rate, pro-rated for each unit relative to total number of units

#### **2. Government Owned/Occupied Parcels and Facilities**

In the opinion of this Engineer, Government owned/occupied parcels and facilities within the proposed Venice Beach BID (except as noted herein for LAUSD parcels), will proportionately specially benefit from BID funded programs, services and improvements but different than commercial and industrial parcels. The reason for this finding is rooted in the fact that commercial/industrial parcels and buildings provide the double benefit of directly generating income for the parcel in the form of market driven rents and, in turn, generate income to business owners as a function of retail sales areas, food and other service business space and office space to house revenue generating employees. This double benefit does not hold

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true for Government owned/occupied parcels and facilities. In the opinion of this Engineer, the level of benefit for the proposed BID funded programs, services and improvements for Government owned/occupied parcels and facilities is as follows:

- A. Government owned/occupied parcels and facilities, except those with commercial uses as discussed below, **WILL NOT** specially benefit from the district identity and special project programs (7% of the budget) and thus, will not be assessed for these programs, services and improvements, as they are not commercial/industrial parcels and are not attempting to attract customers nor generate profits or commerce. Assessment rates for these parcels shall be reduced by 10% from the set commercial/industrial parcel rates.
- B. Government owned/occupied parcels and facilities **WILL** proportionately specially benefit, from “clean and safe” related programs, services and improvements and will be assessed fully for these work plan elements.
- C. Government owned/occupied parcels and facilities **WILL** specially benefit fully from all management related programs, services and operation costs and will be assessed fully for this work plan elements.

### 3. Government Owned Parcels with Commercial Uses

It is the opinion of this Assessment Engineer that Government owned parcels with commercial uses or activities on them (i.e. paid public parking, vendors, shops, kiosks, pay to play recreational facilities etc.) will receive proportionate special benefits based on the same property characteristics as other commercial/industrial parcels and shall be assessed in the same manner and at the same rates as commercial/industrial parcels within the District.

### Future Development

Other than future maximum rates and the assessment methodology delineated in this Report, per State Law (Government Code Section 53750), future assessments may change for any given parcel if such a change is attributable to events other than an increased rate or revised methodology, such as a change in the density, intensity, or nature of the use of land. Any change in assessment formula methodology or assessment rates higher than as stipulated in this Report would require a new ballot procedure (Section 4(b) of Article XIID of the California Constitution - Proposition 218) in order to approve any such changes.

### **Step 2. Quantify Total Basic Benefit Units**

Taking into account all identified specially benefiting parcels within the BID and their respective assessable benefit units, there are within Zone 1: 896,513 assessable Benefit Units A-1 (building area), 1,616,751 assessable Benefit Units B-1 (land area), and 35,033.50 assessable Benefit Units C-1 (street frontage). Within Zone 2 there are: 1,054,658 assessable Benefit Units A-2 (building area), 1,677,195 assessable Benefit Units B-2 (land area), and 21,931.63 assessable Benefit Units C-2 (street frontage). The assessable benefit unit quantities and projected Year 1 – 2017 revenue by zone and assessment factor for the proposed Venice Beach BID are shown in the following table:

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### Assessable Benefit Units: Yr 1 –2017 Assessment Rates and Projected Revenue

FORMULA FACTOR	# ASSESSED PARCELS	ASSESSED QUANTITY	YR 1 - 2017 RATES	\$ ASSESSMENT REVENUE	% ASSESSMENT REVENUE
<b>ZONE 1</b>					
Building Area Sq Ft (Unit A-1)		896,513	\$0.08	\$71,721.04	3.871774%
Land Area Sq Ft (Unit B-1)		1,616,751	\$0.11	\$177,842.59	9.600617%
Street Frontage Lin Ft (Unit C-1)		35,033.50	\$29.00	<u>\$1,015,971.59</u>	<u>54.845998%</u>
<b>SUBTOTAL</b>	<b>221</b>			<b>\$1,265,535.22</b>	<b>68.318388%</b>
FORMULA FACTOR	# ASSESSED PARCELS	ASSESSED QUANTITY	YR 1 - 2017 RATES	\$ ASSESSMENT REVENUE	% ASSESSMENT REVENUE
<b>ZONE 2</b>					
Building Area Sq Ft (Unit A-2)		1,054,658	\$0.08	\$84,372.66	4.554756%
Land Area Sq Ft (Unit B-2)		1,677,195	\$0.11	\$184,491.44	9.959547%
Street Frontage Lin Ft (Unit C-2)		21,931.63	\$14.50	<u>\$318,008.57</u>	<u>17.167308%</u>
<b>SUBTOTAL</b>	<b>243</b>			<b>\$586,872.67</b>	<b>31.681612%</b>
FORMULA FACTOR	# ASSESSED PARCELS	ASSESSED QUANTITY	YR 1 - 2017 RATES	\$ ASSESSMENT REVENUE	% ASSESSMENT REVENUE
<b>ZONE 1 + ZONE 2</b>					
Building Area Sq Ft (Unit A)		1,951,171		\$156,093.70	8.426530%
Land Area Sq Ft (Unit B)		3,293,946		\$362,334.03	19.560164%
Street Frontage Lin Ft (Unit C)		56,965.13		<u>\$1,333,980.16</u>	<u>72.013306%</u>
<b>TOTAL</b>	<b>464</b>			<b>\$1,852,407.89</b>	<b>100.00%</b>

#### **Step 3. Calculate Benefit Units for Each Property.**

The number of Benefit Units for each identified benefiting parcel within the proposed Venice Beach BID was computed from data extracted from County Assessor records and maps. These data sources delineate current land uses, building areas, property areas and dimensions of record for each tax parcel. While it is understood that this data does not represent legal field survey measurements or detailed title search of recorded land subdivision maps or building records, it does provide an acceptable basis for the purpose of calculating property based assessments. All respective property data being used for assessment computations will be provided to each property owner in the BID for their review. All known or reported discrepancies, errors or misinformation will be corrected.

#### **Step 4. Determine Assessment Formula**

In the opinion of this Engineer, the assessment formula for the proposed Venice Beach BID is as follows:

## VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT

Assessment = Building Area (Unit A) Sq Ft x Unit A Rate, plus  
Land Area (Unit B) Sq Ft x Unit B Rate, plus  
Prime Street Frontage (Unit C) Lin Ft x Unit C Rate

The assessment revenue is targeted for each Unit factor (i.e. building, land and street frontage) to generate approximately 10% for building area or approximately 5% each for Zone 1 and 2 or 3.871774% and 4.554756% respectively per zone when adjusted for precise parcel measurements and program costs and service levels; 20% for land area or approximately 10% each for Zone 1 and 2 or 9.600617% and 9.959547% respectively per zone when adjusted for precise parcel measurements and program costs and service levels; and, 70% for street frontage or approximately 55% for Zone 1 (54.845998% when adjusted for precise parcel measurements and program costs and service levels) and 15% for Zone 2 (17.167308% when adjusted for precise parcel measurements and program costs and service levels).

### Computing Assessment Formula Unit Rates

#### ZONE 1

##### Building Area Rate (Unit A-1)

$(\$1,852,407.89 \times 3.871774\%) / 896,513$  assessable building units = \$0.08/Sq Ft building area

##### Land Area Rate (Unit B-1)

$(\$1,852,407.89 \times 9.600617\%) / 1,616,751$  assessable land units = \$0.11/Sq Ft land area

##### Street Frontage Rate (Unit C-1)

$(\$1,852,407.89 \times 54.845998\%) / 35,033.50$  assessable frontage units = \$29/Linear Ft street frontage

#### ZONE 2

##### Building Area Rate (Unit A-2)

$(\$1,852,407.89 \times 4.554756\%) / 1,054,658$  assessable building units = \$0.08/Sq Ft building area

##### Land Area Rate (Unit B-2)

$(\$1,852,407.89 \times 9.959547\%) / 1,677,195$  assessable land units = \$0.11/Sq Ft land area

##### Street Frontage Rate (Unit C-2)

$(\$1,852,407.89 \times 17.167308\%) / 21,931.63$  assessable frontage units = \$14.50/Linear Ft street frontage

### YEAR 1 –2017 ASSESSMENT RATE CHART

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ASSESSMENT FACTOR	YR 1 - 2017
<b>ZONE 1</b>	
BLDG AREA RATE (\$/SQ FT)	\$0.08000
LAND AREA RATE (\$/SQ FT)	\$0.11000
STREET FRONTAGE RATE (\$/LF)	\$29.00000
<b>ZONE 2</b>	
BLDG AREA RATE (\$/SQ FT)	\$0.08000
LAND AREA RATE (\$/SQ FT)	\$0.11000
STREET FRONTAGE RATE (\$/LF)	\$14.50000

### **SAMPLE ASSESSMENT CALCULATION:**

Sample 1: Assume a 5,000 SF building on a 15,000 SF lot located in **Zone 1** with 100 linear feet of street frontage. The annual assessment would be calculated as follows:

5,000 x \$0.08/square foot of building	=	\$ 400
15,000 x \$0.011/square foot of land	=	\$1,650
100 x \$29/linear foot of street frontage	=	<u>\$2,900</u>
TOTAL ASSESSMENT	=	\$4,950

Sample 2: Assume a 5,000 SF building on a 15,000 SF lot located in **Zone 2** with 100 linear feet of street frontage. The annual assessment would be calculated as follows:

5,000 x \$0.08/square foot of building	=	\$ 400
15,000 x \$0.011/square foot of land	=	\$1,650
100 x \$14.50/linear foot of street frontage	=	<u>\$1,450</u>
TOTAL ASSESSMENT	=	\$3,500

### **Step 5. Estimate Total District Costs**

The total projected 5 year special benefit costs for 2017 – 2021 of the BID are shown in the chart of page 16 of this Report while the total projected 5 year District costs for special plus general benefit costs for 2017 – 2021 of the BID are shown in the chart on page 17 of this Report – each assuming a maximum 5% increase per year.

### **Step 6. Separate General Benefits from Special Benefits and Related Costs (Article XIID Section 4(b) of the California Constitution – Proposition 218)**

Total costs are estimated at \$1,871,119 General benefits are factored at 1% of total (see Finding 2 on page 12 of this Report) with special benefits set at 99%. Article XIID Section 4(b) of the California Constitution limits the levy of property assessments to costs attributed to special benefits only. The 1% general benefit cost is computed to be \$18,711 with a resultant 99% special benefit limit computed at \$1,852,408. *This is the maximum amount of revenue that can be derived*

## VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT

from property assessments from the subject BID.

All program costs associated with general benefits will be derived from sources other than BID assessments. Sample “other” revenue sources are shown in the following table:

### Year 1 -2017 Special and General Benefit Revenue Sources

Revenue Source	Revenue	% of Total
BID Assessments	\$1,852,408	99%
Grants, donations, sponsors, program income, etc	\$18,711	1%
<b>TOTAL</b>	<b>\$1,871,119</b>	<b>100.0%</b>

### Step 7. Calculate “Basic Unit Cost”

With a YR 1 - 2017 assessment revenue portion of the budget set at \$1,852,408 (special benefit only), the Basic Unit Costs are shown above in Step 4. Since the BID is being proposed for a 5 year term, maximum assessments for future years (2018-2021) must be set at the inception of the proposed BID. An annual inflationary assessment rate increase of up to 5% may be imposed for future year assessments, on approval by the BID Property Owner’s Association. The maximum assessment rates for the 5 year proposed BID term of 2017-2021 are shown in the table below. The assessment rates listed constitute the maximum assessment rates that may be imposed for each year of the proposed BID term (2017-2021).

### YR 1-5 (2017 - 2021) Maximum Assessment Rates (assumes 5% annual increase from Yr 1 Rates)

ASSESSMENT FACTOR	YR 1 - 2017	YR 2 - 2018	YR 3 - 2019	YR 4 - 2020	YR 5 - 2021
<b>ZONE 1</b>					
BLDG AREA RATE (\$/SQ FT)	\$0.08000	\$0.08400	\$0.08820	\$0.09261	\$0.09724
LAND AREA RATE (\$/SQ FT)	\$0.11000	\$0.11550	\$0.12128	\$0.12734	\$0.13371
STREET FRONTAGE RATE (\$/LF)	\$29.00000	\$30.45000	\$31.97250	\$33.57113	\$35.24968
<b>ZONE 2</b>					
BLDG AREA RATE (\$/SQ FT)	\$0.08000	\$0.08400	\$0.08820	\$0.09261	\$0.09724
LAND AREA RATE (\$/SQ FT)	\$0.11000	\$0.11550	\$0.12128	\$0.12734	\$0.13371
STREET FRONTAGE RATE (\$/LF)	\$14.50000	\$15.22500	\$15.98625	\$16.78556	\$17.62484

### Step 8. Spread the Assessments

The resultant assessment spread calculation results for each parcel within the BID are shown in the Management District Plan and were determined by applying the District assessment formula to each identified benefiting property.

### Miscellaneous District Provisions

#### **Time and Manner of Collecting Assessments:**

## **VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

Assessments for the Fiscal Year beginning January 1, 2017 and assessments for subsequent fiscal years, through and including the Fiscal Year ending December 31, 2021 will be collected at the same time and in the same manner as ad valorem taxes paid to the County of Los Angeles. The District assessments shall appear as a separate line item on the property tax bills issued by the Los Angeles County Assessor. The City of Los Angeles is authorized to collect any assessments not placed on the County tax rolls, or to place assessments, unpaid delinquent assessments, or penalties on the County tax rolls as appropriate to implement this Management District Plan.

### **Bonds:**

No bonds are to be issued in conjunction with this proposed BID.

### **Duration**

In accordance with State law, the District will have a five year operational term from January 1, 2017 to December 31, 2021. The proposed BID operation is expected to begin services on January 1, 2017. If the District is not renewed, services will end on December 31, 2021.

# APPENDIX 1

## VENICE BEACH BID YR 1 – 2017 ASSESSMENT ROLL



**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

Zone	AIN	SA House Number	SA Fraction	SA Direction	SA Street Name	SA Unit	Assessment	%
Zone 1	4226001900	26		W	MARKET ST		\$51,978.98	2.81%
Zone 1	4226001901	NONE			NONE		\$30,484.93	1.65%
Zone 1	4226001902	NONE			NONE		\$10,409.51	0.56%
Zone 1	4226001903	1502-1522		S	OCEAN FRONT WALK		\$20,722.86	1.12%
Zone 1	4226002900	2300			OCEAN FRONT WALK		\$71,432.90	3.86%
Zone 1	4226003001	2			BREEZE AVE		\$7,226.64	0.39%
Zone 1	4226003004	1011			OCEAN FRONT WALK		\$9,578.61	0.52%
Zone 1	4226003037	1007			OCEAN FRONT WALK		\$5,612.75	0.30%
Zone 1	4226004001	1101			OCEAN FRONT WALK		\$22,495.68	1.21%
Zone 1	4226005001	1201			OCEAN FRONT WALK		\$8,927.97	0.48%
Zone 1	4226005004	1217			OCEAN FRONT WALK		\$7,538.96	0.41%
Zone 1	4226005023	1211			OCEAN FRONT WALK		\$5,617.07	0.30%
Zone 1	4226006001	1301			OCEAN FRONT WALK		\$6,338.32	0.34%
Zone 1	4226006002	1305			OCEAN FRONT WALK		\$3,614.93	0.20%
Zone 1	4226006003	1307			OCEAN FRONT WALK		\$2,980.13	0.16%
Zone 1	4226006004	1313			OCEAN FRONT WALK		\$9,154.85	0.49%
Zone 1	4226007001	1401			OCEAN FRONT WALK		\$8,860.13	0.48%
Zone 1	4226007002	1415			OCEAN FRONT WALK		\$11,412.02	0.62%
Zone 1	4226007006	41			MARKET ST		\$2,181.08	0.12%
Zone 1	4226007007	45			MARKET ST		\$2,200.28	0.12%
Zone 1	4226007008	51			MARKET ST		\$2,290.76	0.12%
Zone 1	4226007009	57			MARKET ST		\$2,212.28	0.12%
Zone 1	4226007010	69			MARKET ST		\$4,436.56	0.24%
Zone 1	4226007011	73			MARKET ST		\$8,661.59	0.47%
Zone 1	4226007023	21			MARKET ST		\$9,285.02	0.50%
Zone 1	4226008001	1501			OCEAN FRONT WALK		\$5,432.88	0.29%
Zone 1	4226008002	1505			OCEAN FRONT WALK		\$2,069.80	0.11%
Zone 1	4226008003	14			MARKET ST		\$2,144.55	0.12%
Zone 1	4226008004	34			MARKET ST		\$2,036.80	0.11%
Zone 1	4226008005	38			MARKET ST		\$4,505.60	0.24%
Zone 1	4226008006	52			MARKET ST		\$2,245.44	0.12%
Zone 1	4226008007	60			MARKET ST		\$2,280.75	0.12%
Zone 1	4226008008	64			MARKET ST		\$2,353.78	0.13%
Zone 1	4226008009	72			MARKET ST		\$2,303.73	0.12%
Zone 1	4226008010	76			MARKET ST		\$2,252.64	0.12%
Zone 1	4226008011	1501			PACIFIC AVE		\$5,681.01	0.31%
Zone 1	4226008012	1509		S	OCEAN FRONT WALK		\$2,415.00	0.13%
Zone 1	4226008013	1513		S	OCEAN FRONT WALK		\$9,110.00	0.49%
Zone 1	4226008014	23			WINDWARD AVE		\$7,111.23	0.38%
Zone 1	4226008015	29			WINDWARD AVE		\$3,405.99	0.18%
Zone 1	4226008016	43		E	WINDWARD AVE		\$1,706.37	0.09%
Zone 1	4226008017	47		E	WINDWARD AVE		\$1,709.19	0.09%
Zone 1	4226008018	51			WINDWARD AVE		\$1,711.21	0.09%
Zone 1	4226008021	75			WINDWARD AVE		\$8,378.80	0.45%
Zone 1	4226008022	NONE			NONE		\$345.00	0.02%
Zone 1	4226008023	20		E	MARKET ST		\$4,647.00	0.25%
Zone 1	4226008024	57-67			WINDWARD AVE		\$7,825.45	0.42%
Zone 1	4226009001	NONE			NONE		\$14,963.79	0.81%

# VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT

Zone 1	4226009012	66			WINDWARD AVE		\$2,042.48	0.11%
Zone 1	4226009013	64			WINDWARD AVE		\$1,848.28	0.10%
Zone 1	4226009014	52			WINDWARD AVE		\$3,995.98	0.22%
Zone 1	4226009015	40			WINDWARD AVE		\$3,475.17	0.19%
Zone 1	4226009016	36		E	WINDWARD AVE		\$1,673.29	0.09%
Zone 1	4226009017	32		E	WINDWARD AVE		\$1,673.09	0.09%
Zone 1	4226009018	20			WINDWARD AVE		\$5,784.84	0.31%
Zone 1	4226009019	NONE			NONE		\$5,540.29	0.30%
Zone 1	4226009020	1697			PACIFIC AVE		\$29,892.88	1.61%
Zone 1	4226009021	70			WINDWARD AVE		\$1,939.36	0.10%
Zone 1	4226009022	80			WINDWARD AVE		\$5,527.19	0.30%
Zone 1	4226010001	1701			OCEAN FRONT WALK		\$8,451.84	0.46%
Zone 1	4226010011	31			18TH AVE		\$1,896.43	0.10%
Zone 1	4226010012	1715			PACIFIC AVE		\$2,284.75	0.12%
Zone 1	4226010013	NONE			NONE		\$2,030.40	0.11%
Zone 1	4226010014	1715			PACIFIC AVE		\$6,075.07	0.33%
Zone 1	4226010019	32			17TH AVE		\$2,139.60	0.12%
Zone 1	4226010020	32		E	17th AVE		\$2,017.20	0.11%
Zone 1	4226010021	1711		S	PACIFIC AVE		\$6,033.13	0.33%
Zone 1	4226010022	1713			OCEAN FRONT WALK		\$3,980.96	0.21%
Zone 1	4226010023	1733			OCEAN FRONT WALK		\$6,680.56	0.36%
Zone 1	4226011032	1801			OCEAN FRONT WALK		\$7,638.20	0.41%
Zone 1	4226011033	1815			OCEAN FRONT WALK		\$8,734.56	0.47%
Zone 1	4226011034	1809			OCEAN FRONT WALK		\$3,460.12	0.19%
Zone 1	4226013006	2017			OCEAN FRONT WALK		\$6,248.90	0.34%
Zone 1	4226013007	17		N	VENICE BLVD		\$4,728.58	0.26%
Zone 1	4226013008	31		N	VENICE BLVD		\$2,159.26	0.12%
Zone 1	4226013009	33		N	VENICE BLVD		\$2,152.70	0.12%
Zone 1	4226013010	35		N	VENICE BLVD		\$2,244.78	0.12%
Zone 1	4226013011	39		N	VENICE BLVD		\$2,209.90	0.12%
Zone 1	4226013012	49		E	VENICE BLVD		\$2,209.90	0.12%
Zone 1	4226013013	55		N	VENICE BLVD		\$2,903.02	0.16%
Zone 1	4226013016	2015			PACIFIC AVE		\$7,532.00	0.41%
Zone 1	4226013030	67		N	VENICE BLVD		\$4,421.40	0.24%
Zone 1	4226014018	64		N	VENICE BLVD		\$2,088.86	0.11%
Zone 1	4226014019	60		N	VENICE BLVD		\$2,157.90	0.12%
Zone 1	4226014024	32		N	VENICE BLVD		\$2,222.54	0.12%
Zone 1	4226014030	18		N	VENICE BLVD	NO A	\$1,725.27	0.09%
Zone 1	4226014031	18		N	VENICE BLVD	NO B	\$1,723.59	0.09%
Zone 1	4226014032	18		N	VENICE BLVD	NO C	\$1,725.27	0.09%
Zone 1	4226014033	18		N	VENICE BLVD	NO D	\$1,723.59	0.09%
Zone 1	4226014034	NONE			NONE		\$10,363.84	0.56%
Zone 2	4238002900	1234		S	PACIFIC AVE		\$27,614.22	1.49%
Zone 2	4238002902	1010			ABBOT KINNEY BLVD		\$24,020.88	1.30%
Zone 1	4238010001	200			WESTMINSTER AVE		\$12,837.30	0.69%
Zone 1	4238010009	233			SAN JUAN AVE		\$2,193.92	0.12%
Zone 1	4238010010	235			SAN JUAN AVE		\$2,193.92	0.12%
Zone 1	4238010011	237			SAN JUAN AVE		\$2,207.52	0.12%
Zone 1	4238010012	238			WESTMINSTER AVE		\$2,428.82	0.13%
Zone 1	4238010013	246			WESTMINSTER AVE		\$5,856.66	0.32%
Zone 1	4238010014	1340			MAIN ST		\$5,957.02	0.32%
Zone 1	4238010015	205			HORIZON AVE		\$2,268.29	0.12%

# VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT

Zone 1	4238010016	207			HORIZON AVE		\$2,150.52	0.12%
Zone 1	4238011004	1312			PACIFIC AVE		\$4,346.24	0.23%
Zone 1	4238011005	1320			PACIFIC AVE		\$6,621.52	0.36%
Zone 1	4238011006	1400			PACIFIC AVE		\$4,420.00	0.24%
Zone 1	4238011007	1406			PACIFIC AVE		\$2,172.00	0.12%
Zone 1	4238011008	1410			PACIFIC AVE		\$2,194.40	0.12%
Zone 1	4238011011	1426			PACIFIC AVE		\$6,656.00	0.36%
Zone 1	4238011012	123			MARKET ST		\$4,273.52	0.23%
Zone 1	4238011013	1419		S	INNES PL		\$2,004.00	0.11%
Zone 1	4238011014	1415			INNES PL		\$2,342.24	0.13%
Zone 1	4238011015	1411			INNES PL		\$3,662.56	0.20%
Zone 1	4238011016	1403			INNES PL		\$2,984.00	0.16%
Zone 1	4238011017	1401			INNES PL	UNIT A	\$4,450.72	0.24%
Zone 1	4238011021	1313			INNES PL		\$2,297.76	0.12%
Zone 1	4238011022	1307			INNES PL		\$2,199.84	0.12%
Zone 1	4238011023	1305		S	INNES PL		\$2,004.00	0.11%
Zone 1	4238011024	120			WESTMINSTER AVE		\$5,365.76	0.29%
Zone 1	4238011026	1312			INNES PL		\$2,230.16	0.12%
Zone 1	4238011027	1314			INNES PL		\$2,159.60	0.12%
Zone 1	4238011028	1320			INNES PL		\$2,156.64	0.12%
Zone 1	4238011029	1322			INNES PL		\$2,182.24	0.12%
Zone 1	4238011030	1313			INNES PL		\$4,516.00	0.24%
Zone 1	4238011031	1406			MAIN ST		\$6,437.20	0.35%
Zone 1	4238011033	1420			PACIFIC AVE		\$4,336.00	0.23%
Zone 1	4238011034	1303			MAIN ST		\$5,543.99	0.30%
Zone 1	4238011035	1305			MAIN ST		\$4,097.60	0.22%
Zone 1	4238011036	1317		S	INNES PL		\$9,022.88	0.49%
Zone 1	4238011038	1411		S	MAIN ST	1	\$1,442.67	0.08%
Zone 1	4238011039	1411		S	MAIN ST	2	\$1,442.67	0.08%
Zone 1	4238011040	1411		S	MAIN ST	3	\$1,439.95	0.08%
Zone 1	4238011041	1411		S	MAIN ST	4	\$1,439.95	0.08%
Zone 1	4238011042	1411		S	MAIN ST	5	\$1,434.99	0.08%
Zone 1	4238011043	1411		S	MAIN ST	6	\$1,434.99	0.08%
Zone 1	4238012001	202			HORIZON AVE		\$3,739.59	0.20%
Zone 1	4238012002	208			HORIZON AVE		\$3,500.58	0.19%
Zone 1	4238012003	1410			MAIN ST		\$2,067.79	0.11%
Zone 1	4238012004	1414			MAIN ST		\$2,150.09	0.12%
Zone 1	4238012005	1422			MAIN ST		\$2,149.48	0.12%
Zone 1	4238012006	1426			MAIN ST		\$7,918.87	0.43%
Zone 1	4238013001	1500			MAIN ST		\$7,882.62	0.43%
Zone 1	4238013002	1504	1/2		MAIN ST		\$2,074.26	0.11%
Zone 1	4238013003	209			WINDWARD AVE		\$2,463.69	0.13%
Zone 1	4238013004	211			WINDWARD AVE		\$2,535.64	0.14%
Zone 1	4238013005	213			WINDWARD AVE		\$2,509.65	0.14%
Zone 1	4238013006	215			WINDWARD AVE		\$2,728.00	0.15%
Zone 1	4238014003	1510			PACIFIC AVE		\$1,395.28	0.08%
Zone 1	4238014004	1512			PACIFIC AVE		\$4,707.38	0.25%
Zone 1	4238014005	105			WINDWARD AVE		\$4,732.75	0.26%
Zone 1	4238014006	121			WINDWARD AVE		\$14,646.22	0.79%
Zone 1	4238014007	185			WINDWARD AVE		\$13,692.56	0.74%
Zone 1	4238014009	1602			PACIFIC AVE		\$2,576.88	0.14%
Zone 1	4238014016	1500			PACIFIC AVE		\$8,962.48	0.48%

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Zone 1	4238014017	1601		S	MAIN ST		\$21,584.96	1.17%
Zone 1	4238014900	1610, 1608		S	PACIFIC AVE		\$7,440.29	0.40%
Zone 2	4238018900	NONE			NONE		\$62,098.43	3.35%
Zone 1	4238021001	200			GRAND BLVD		\$7,637.40	0.41%
Zone 1	4238021025	205			VENICE WAY		\$1,682.79	0.09%
Zone 1	4238021026	1716			MAIN ST		\$6,359.92	0.34%
Zone 1	4238022001	2022			PACIFIC AVE		\$6,766.46	0.37%
Zone 1	4238024900	2102		S	PACIFIC AVE		\$16,166.65	0.87%
Zone 1	4238024902	128		E	VENICE BLVD		\$8,215.66	0.44%
Zone 1	4238024903	206		N	VENICE BLVD		\$2,943.42	0.16%
Zone 1	4238024905	216		E	VENICE BLVD		\$2,629.74	0.14%
Zone 1	4238024906	302		E	VENICE BLVD		\$1,314.87	0.07%
Zone 1	4238024907	319, (319 E VENICE BLVD)		E	SOUTH VENICE BLVD		\$24,976.40	1.35%
Zone 1	4238024908	2106, (200 E VENICE BLVD)		S	CANAL ST		\$4,069.87	0.22%
Zone 1	4238024909	NONE			NONE		\$703.20	0.04%
Zone 1	4238024910	210		N	VENICE BLVD		\$1,314.87	0.07%
Zone 1	4238024911	125		S	VENICE BLVD		\$4,456.56	0.24%
Zone 1	4238025901	NONE			NONE		\$4,073.60	0.22%
Zone 1	4238025902	NONE			NONE		\$22,171.43	1.20%
Zone 1	4238025903	NONE			NONE		\$6,582.00	0.36%
Zone 2	4286003001	202			MAIN ST		\$2,977.65	0.16%
Zone 2	4286003003	241			HAMPTON DR		\$1,239.14	0.07%
Zone 2	4286003004	251			HAMPTON DR		\$1,239.14	0.07%
Zone 2	4286003007	213			ROSE AVE		\$4,288.08	0.23%
Zone 2	4286003008	217			ROSE AVE		\$2,513.82	0.14%
Zone 2	4286003009	219			ROSE AVE		\$4,755.94	0.26%
Zone 2	4286003010	259			HAMPTON DR		\$1,588.03	0.09%
Zone 2	4286003011	257			HAMPTON DR	APT 0007	\$2,819.72	0.15%
Zone 2	4286003013	251			HAMPTON DR		\$1,296.74	0.07%
Zone 2	4286003014	241			HAMPTON DR		\$1,239.14	0.07%
Zone 2	4286003015	228			MAIN ST		\$6,452.56	0.35%
Zone 2	4286003016	224			MAIN ST		\$3,226.28	0.17%
Zone 2	4286003019	206			MAIN ST		\$6,496.00	0.35%
Zone 2	4286003020	248			MAIN ST		\$5,812.08	0.31%
Zone 2	4286003021	212			MAIN ST		\$6,165.04	0.33%
Zone 2	4286004002	220			ROSE ST		\$9,550.73	0.52%
Zone 2	4286004004	212, (300 S MAIN ST)		E	ROSE ST		\$4,065.01	0.22%
Zone 2	4286004006	354			MAIN ST		\$19,525.52	1.05%
Zone 2	4286004007	321			HAMPTON DR		\$7,662.16	0.41%
Zone 2	4286004009	340		S	MAIN ST		\$15,714.40	0.85%
Zone 2	4286005010	300			ROSE AVE		\$37,043.79	2.00%
Zone 2	4286005011	350			HAMPTON DR		\$17,310.64	0.93%
Zone 2	4286006013	363			4TH AVE		\$3,583.00	0.19%

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Zone 2	4286006015	364			3RD AVE		\$3,852.25	0.21%
Zone 2	4286006016	360			3RD AVE		\$1,588.80	0.09%
Zone 2	4286006017	354			3RD AVE		\$2,171.60	0.12%
Zone 2	4286006018	346			3RD AVE		\$3,596.00	0.19%
Zone 2	4286006034	370		E	ROSE ST		\$45,421.34	2.45%
Zone 2	4286006035	345			4TH AVE		\$6,672.02	0.36%
Zone 2	4286006037	351			SUNSET AVE	1	\$707.19	0.04%
Zone 2	4286006038	351			SUNSET AVE	2	\$705.59	0.04%
Zone 2	4286006039	351			SUNSET AVE	3	\$705.59	0.04%
Zone 2	4286006040	351			SUNSET AVE	4	\$705.59	0.04%
Zone 2	4286006041	351			SUNSET AVE	5	\$705.59	0.04%
Zone 2	4286006042	351			SUNSET AVE	6	\$707.19	0.04%
Zone 2	4286007001	602			HAMPTON DR		\$4,407.68	0.24%
Zone 2	4286007005	618			HAMPTON DR		\$3,646.13	0.20%
Zone 2	4286007015	351			VERNON AVE		\$6,760.00	0.36%
Zone 2	4286007018	344			SUNSET AVENUE		\$2,398.00	0.13%
Zone 2	4286007019	342			SUNSET AVENUE		\$2,385.20	0.13%
Zone 2	4286007020	340			SUNSET AVENUE		\$2,374.46	0.13%
Zone 2	4286007021	334			SUNSET AVENUE		\$2,253.86	0.12%
Zone 2	4286007022	320			SUNSET AVENUE		\$5,020.00	0.27%
Zone 2	4286007023	318			SUNSET AVENUE		\$2,110.00	0.11%
Zone 2	4286007024	314			SUNSET AVENUE		\$4,026.40	0.22%
Zone 2	4286007025	350			SUNSET AVE		\$6,760.00	0.36%
Zone 2	4286007026	608			HAMPTON DR		\$2,404.02	0.13%
Zone 2	4286007029	616			HAMPTON DR		\$4,713.07	0.25%
Zone 2	4286008001	702			HAMPTON DR		\$3,147.99	0.17%
Zone 2	4286008002	704			HAMPTON DR		\$1,156.81	0.06%
Zone 2	4286008003	706			HAMPTON DR		\$1,151.31	0.06%
Zone 2	4286008004	708			HAMPTON DR		\$1,140.42	0.06%
Zone 2	4286008005	710			HAMPTON DR		\$1,134.92	0.06%
Zone 2	4286008006	712			HAMPTON DR		\$1,126.67	0.06%
Zone 2	4286008007	714			HAMPTON DR		\$1,050.13	0.06%
Zone 2	4286008008	716			HAMPTON DR		\$1,222.28	0.07%
Zone 2	4286008009	718			HAMPTON DR		\$1,250.17	0.07%
Zone 2	4286008010	720			HAMPTON DR		\$2,640.23	0.14%
Zone 2	4286009001	603			HAMPTON DR		\$2,747.98	0.15%
Zone 2	4286009009	703			HAMPTON DR		\$1,616.58	0.09%
Zone 2	4286009012	719			HAMPTON DR		\$1,258.00	0.07%
Zone 2	4286009018	805			HAMPTON DR		\$4,011.08	0.22%
Zone 2	4286009022	220			SUNSET AVE		\$2,006.87	0.11%
Zone 2	4286009026	202,204		E	SUNSET AVE		\$4,772.05	0.26%
Zone 2	4286009031	NONE			NONE		\$44.00	0.00%
Zone 2	4286009035	707			HAMPTON DR		\$2,957.60	0.16%
Zone 2	4286009038	615			HAMPTON DR	A101	\$291.35	0.02%
Zone 2	4286009039	615			HAMPTON DR	A102	\$291.35	0.02%
Zone 2	4286009040	615			HAMPTON DR	A103	\$258.23	0.01%
Zone 2	4286009041	615			HAMPTON DR	A104	\$258.23	0.01%
Zone 2	4286009042	615			HAMPTON DR	A105	\$258.23	0.01%
Zone 2	4286009043	615			HAMPTON DR	A106	\$258.23	0.01%
Zone 2	4286009044	615			HAMPTON DR	A107	\$258.23	0.01%
Zone 2	4286009045	615			HAMPTON DR	A108	\$258.23	0.01%
Zone 2	4286009046	615			HAMPTON DR	A109	\$291.35	0.02%

**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

Zone 2	4286009047	615			HAMPTON DR	A110	\$291.35	0.02%
Zone 2	4286009048	615			HAMPTON DR	A111	\$291.35	0.02%
Zone 2	4286009049	615			HAMPTON DR	A201	\$304.07	0.02%
Zone 2	4286009050	615			HAMPTON DR	A202	\$291.35	0.02%
Zone 2	4286009051	615			HAMPTON DR	A203	\$291.35	0.02%
Zone 2	4286009052	615			HAMPTON DR	A204	\$304.07	0.02%
Zone 2	4286009053	615			HAMPTON DR	A301	\$283.91	0.02%
Zone 2	4286009054	615			HAMPTON DR	A302	\$283.91	0.02%
Zone 2	4286009055	615			HAMPTON DR	A303	\$251.59	0.01%
Zone 2	4286009056	615			HAMPTON DR	A304	\$250.95	0.01%
Zone 2	4286009057	615			HAMPTON DR	A305	\$251.59	0.01%
Zone 2	4286009058	615			HAMPTON DR	A306	\$251.59	0.01%
Zone 2	4286009059	615			HAMPTON DR	A307	\$250.95	0.01%
Zone 2	4286009060	615			HAMPTON DR	A308	\$251.59	0.01%
Zone 2	4286009061	615			HAMPTON DR	A309	\$283.91	0.02%
Zone 2	4286009062	615			HAMPTON DR	A310	\$283.91	0.02%
Zone 2	4286009063	615			HAMPTON DR	A311	\$283.91	0.02%
Zone 2	4286009067	721			HAMPTON DR		\$3,724.81	0.20%
Zone 2	4286009070	615			HAMPTON DR	B101	\$361.59	0.02%
Zone 2	4286009071	615			HAMPTON DR	B102	\$368.15	0.02%
Zone 2	4286009072	615			HAMPTON DR	B103	\$361.59	0.02%
Zone 2	4286009073	615			HAMPTON DR	B104	\$328.47	0.02%
Zone 2	4286009074	615			HAMPTON DR	B105	\$328.47	0.02%
Zone 2	4286009075	615			HAMPTON DR	B201	\$360.55	0.02%
Zone 2	4286009077	615			HAMPTON DR	B301	\$354.15	0.02%
Zone 2	4286009078	615			HAMPTON DR	B302	\$354.15	0.02%
Zone 2	4286009079	615			HAMPTON DR	B303	\$354.15	0.02%
Zone 2	4286009080	615			HAMPTON DR	B304	\$321.83	0.02%
Zone 2	4286009081	615			HAMPTON DR	B305	\$321.19	0.02%
Zone 2	4286009083	615			HAMPTON DR	C101	\$361.75	0.02%
Zone 2	4286009084	615			HAMPTON DR	C102	\$361.75	0.02%
Zone 2	4286009085	615			HAMPTON DR	C103	\$361.75	0.02%
Zone 2	4286009086	615			HAMPTON DR	C104	\$361.75	0.02%
Zone 2	4286009087	615			HAMPTON DR	C301	\$356.71	0.02%
Zone 2	4286009088	615			HAMPTON DR	C302	\$356.71	0.02%
Zone 2	4286009089	615			HAMPTON DR	C303	\$356.71	0.02%
Zone 2	4286009090	615			HAMPTON DR	C304	\$356.71	0.02%
Zone 2	4286009091	NONE			NONE	NONE	\$342.15	0.02%
Zone 2	4286009092	NONE			NONE	NONE	\$342.15	0.02%
Zone 2	4286009093	615			HAMPTON DR	D301	\$347.51	0.02%
Zone 2	4286009094	615			HAMPTON DR	D302	\$347.51	0.02%
Zone 2	4286009095	615			HAMPTON DR	B202	\$480.44	0.03%
Zone 2	4286009100	700			MAIN ST	NO 1	\$432.64	0.02%
Zone 2	4286009101	700			MAIN ST	NO 2	\$410.24	0.02%
Zone 2	4286009102	700			MAIN ST	NO 3	\$437.44	0.02%
Zone 2	4286009103	700			MAIN ST	NO 4	\$419.04	0.02%
Zone 2	4286009104	700			MAIN ST	NO 5	\$459.04	0.02%
Zone 2	4286009105	700			MAIN ST	NO 6	\$457.44	0.02%
Zone 2	4286009106	700			MAIN ST	NO 7	\$454.24	0.02%
Zone 2	4286009107	700			MAIN ST	NO 8	\$452.64	0.02%
Zone 2	4286009108	700			MAIN ST	NO 9	\$447.84	0.02%
Zone 2	4286009109	700			MAIN ST	NO 10	\$444.64	0.02%

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Zone 2	4286009110	700			MAIN ST	NO 11	\$437.44	0.02%
Zone 2	4286009111	700			MAIN ST	NO 12	\$436.64	0.02%
Zone 2	4286009112	700			MAIN ST	NO 13	\$432.64	0.02%
Zone 2	4286009113	700			MAIN ST	NO 14	\$438.24	0.02%
Zone 2	4286009114	700			MAIN ST	NO 15	\$459.04	0.02%
Zone 2	4286009115	700			MAIN ST	NO 16	\$392.64	0.02%
Zone 2	4286009116	700			MAIN ST	NO 17	\$368.64	0.02%
Zone 2	4286009117	700			MAIN ST	NO 18	\$446.24	0.02%
Zone 2	4286009118	700			MAIN ST	NO 19	\$427.84	0.02%
Zone 2	4286009119	700			MAIN ST	NO 20	\$423.04	0.02%
Zone 2	4286009120	700			MAIN ST	NO 21	\$422.24	0.02%
Zone 2	4286009121	700			MAIN ST	NO 22	\$412.64	0.02%
Zone 2	4286009122	700			MAIN ST	NO 23	\$411.04	0.02%
Zone 2	4286009123	700			MAIN ST	NO 24	\$407.04	0.02%
Zone 2	4286009124	700			MAIN ST	NO 25	\$486.24	0.03%
Zone 2	4286009125	815		S	HAMPTON ST		\$535.34	0.03%
Zone 2	4286009126	815		S	HAMPTON ST	2	\$496.14	0.03%
Zone 2	4286009127	815		S	HAMPTON ST	3	\$500.62	0.03%
Zone 2	4286009128	815		S	HAMPTON ST	4	\$496.94	0.03%
Zone 2	4286009129	815		S	HAMPTON ST	5	\$496.94	0.03%
Zone 2	4286009130	815		S	HAMPTON ST	6	\$496.94	0.03%
Zone 2	4286009131	815		S	HAMPTON ST	7	\$497.10	0.03%
Zone 2	4286009132	815		S	HAMPTON ST	8	\$483.58	0.03%
Zone 2	4286009133	815		S	HAMPTON ST	9	\$506.78	0.03%
Zone 2	4286009134	815		S	HAMPTON ST	10	\$532.38	0.03%
Zone 2	4286009135	815		S	HAMPTON ST	10	\$379.19	0.02%
Zone 2	4286009136	815		S	HAMPTON ST	10	\$326.07	0.02%
Zone 2	4286010029	818			HAMPTON DR		\$3,173.67	0.17%
Zone 2	4286010036	826			HAMPTON DR		\$4,347.18	0.23%
Zone 2	4286010044	804			HAMPTON DR		\$11,791.22	0.64%
Zone 2	4286012012	808			MAIN ST		\$613.15	0.03%
Zone 2	4286012016	798			MAIN ST		\$1,390.44	0.08%
Zone 2	4286012029	796			MAIN ST		\$638.57	0.03%
Zone 2	4286012034	810			MAIN ST		\$619.79	0.03%
Zone 2	4286012035	812			MAIN ST		\$5,749.15	0.31%
Zone 2	4286012038	NONE			NONE		\$1,623.19	0.09%
Zone 2	4286012039	NONE			NONE		\$4,722.87	0.25%
Zone 2	4286012044	NONE			NONE		\$1,352.80	0.07%
Zone 2	4286012045	NONE			NONE		\$1,112.74	0.06%
Zone 2	4286013031	916			MAIN ST		\$4,219.39	0.23%
Zone 2	4286013034	900			WASHINGTON BLVD		\$4,873.10	0.26%
Zone 2	4286015900	100			SUNSET AVE		\$35,933.09	1.94%
Zone 2	4286017026	255			MAIN ST	NO 101	\$406.89	0.02%
Zone 2	4286017027	255			MAIN ST	NO 102	\$387.29	0.02%
Zone 2	4286017028	255			MAIN ST	NO 103	\$387.29	0.02%
Zone 2	4286017029	255			MAIN ST	NO 104	\$387.29	0.02%
Zone 2	4286017030	255			MAIN ST	NO 105	\$387.29	0.02%
Zone 2	4286017031	255			MAIN ST	NO 106	\$387.29	0.02%
Zone 2	4286017032	255			MAIN ST	NO 107	\$391.85	0.02%
Zone 2	4286017033	245			MAIN ST	NO 108	\$391.85	0.02%
Zone 2	4286017034	245			MAIN ST	NO 109	\$387.29	0.02%
Zone 2	4286017035	245			MAIN ST	NO 110	\$387.29	0.02%

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Zone 2	4286017036	245			MAIN ST	NO 111	\$387.29	0.02%
Zone 2	4286017037	245			MAIN ST	NO 112	\$387.29	0.02%
Zone 2	4286017038	245			MAIN ST	NO 113	\$387.29	0.02%
Zone 2	4286017039	245			MAIN ST	NO 114	\$391.85	0.02%
Zone 2	4286017040	235			MAIN ST	NO 115	\$391.85	0.02%
Zone 2	4286017041	235			MAIN ST	NO 116	\$387.29	0.02%
Zone 2	4286017042	235			MAIN ST	NO 117	\$387.29	0.02%
Zone 2	4286017043	235			MAIN ST	NO 118	\$387.29	0.02%
Zone 2	4286017044	235			MAIN ST	NO 119	\$387.29	0.02%
Zone 2	4286017045	235			MAIN ST	NO 120	\$387.29	0.02%
Zone 2	4286017046	235			MAIN ST	NO 121	\$387.29	0.02%
Zone 2	4286017047	245			MAIN ST		\$1,175.21	0.06%
Zone 2	4286017048	255			MAIN ST	NO 201	\$407.69	0.02%
Zone 2	4286017049	255			MAIN ST	NO 202	\$387.29	0.02%
Zone 2	4286017050	255			MAIN ST	NO 203	\$387.29	0.02%
Zone 2	4286017051	255			MAIN ST	NO 204	\$387.29	0.02%
Zone 2	4286017052	255			MAIN ST	NO 205	\$387.29	0.02%
Zone 2	4286017053	255			MAIN ST	NO 206	\$387.29	0.02%
Zone 2	4286017054	255			MAIN ST	NO 207	\$391.85	0.02%
Zone 2	4286017055	245			MAIN ST	NO 208	\$391.85	0.02%
Zone 2	4286017056	245			MAIN ST	NO 209	\$387.29	0.02%
Zone 2	4286017057	245			MAIN ST	NO 210	\$387.29	0.02%
Zone 2	4286017058	245			MAIN ST	NO 211	\$387.29	0.02%
Zone 2	4286017059	245			MAIN ST	NO 212	\$387.29	0.02%
Zone 2	4286017060	245			MAIN ST	NO 213	\$387.29	0.02%
Zone 2	4286017061	245			MAIN ST	NO 214	\$391.85	0.02%
Zone 2	4286017062	235			MAIN ST	NO 215	\$391.85	0.02%
Zone 2	4286017063	235			MAIN ST	NO 216	\$387.29	0.02%
Zone 2	4286017064	235			MAIN ST	NO 217	\$387.29	0.02%
Zone 2	4286017065	235			MAIN ST	NO 218	\$387.29	0.02%
Zone 2	4286017066	235			MAIN ST	NO 219	\$387.29	0.02%
Zone 2	4286017067	235			MAIN ST	NO 220	\$387.29	0.02%
Zone 2	4286017068	235			MAIN ST	NO 221	\$387.29	0.02%
Zone 2	4286017069	235			MAIN ST	NO 222	\$412.65	0.02%
Zone 2	4286017070	235			MAIN ST	NO 223	\$422.01	0.02%
Zone 2	4286017071	235			MAIN ST	NO 224	\$412.65	0.02%
Zone 2	4286017072	255			MAIN ST	NO 301	\$421.85	0.02%
Zone 2	4286017073	255			MAIN ST	NO 302	\$401.53	0.02%
Zone 2	4286017074	255			MAIN ST	NO 303	\$401.53	0.02%
Zone 2	4286017075	255			MAIN ST	NO 304	\$403.53	0.02%
Zone 2	4286017076	255			MAIN ST	NO 305	\$401.53	0.02%
Zone 2	4286017077	255			MAIN ST	NO 306	\$401.53	0.02%
Zone 2	4286017078	255			MAIN ST	NO 307	\$404.17	0.02%
Zone 2	4286017079	235			MAIN ST	NO 308	\$404.17	0.02%
Zone 2	4286017080	235			MAIN ST	NO 309	\$401.53	0.02%
Zone 2	4286017081	245			MAIN ST	NO 310	\$401.53	0.02%
Zone 2	4286017082	245			MAIN ST	NO 311	\$403.53	0.02%
Zone 2	4286017083	245			MAIN ST	NO 312	\$401.53	0.02%
Zone 2	4286017084	245			MAIN ST	NO 313	\$401.53	0.02%
Zone 2	4286017085	245			MAIN ST	NO 314	\$404.17	0.02%
Zone 2	4286017086	235			MAIN ST	NO 315	\$404.17	0.02%
Zone 2	4286017087	235			MAIN ST	NO 316	\$401.53	0.02%



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Zone 2	4286017088	235			MAIN ST	NO 317	\$401.53	0.02%
Zone 2	4286017089	235			MAIN ST	NO 318	\$403.53	0.02%
Zone 2	4286017090	235			MAIN ST	NO 319	\$401.53	0.02%
Zone 2	4286017091	235			MAIN ST	NO 320	\$401.53	0.02%
Zone 2	4286017092	235			MAIN ST	NO 321	\$401.53	0.02%
Zone 2	4286017093	245			MAIN ST		\$8,682.29	0.47%
Zone 1	4286027007	811			OCEAN FRONT WALK		\$2,364.41	0.13%
Zone 1	4286027008	815			OCEAN FRONT WALK		\$2,592.93	0.14%
Zone 1	4286027010	8			BROOKS AVE		\$8,972.40	0.48%
Zone 1	4286027013	909			OCEAN FRONT WALK		\$16,028.20	0.87%
Zone 1	4286027014	801			OCEAN FRONT WALK		\$13,857.28	0.75%
Zone 1	4286027015	11			BROOKS AVE	A	\$2,281.61	0.12%
Zone 1	4286027016	11			BROOKS AVE	B	\$2,297.93	0.12%
Zone 1	4286027017	11			BROOKS AVE	C	\$2,293.13	0.12%
Zone 1	4286027018	11			BROOKS AVE	D	\$2,296.65	0.12%
Zone 1	4286027019	819			OCEAN FRONT WALK		\$2,294.57	0.12%
Zone 1	4286027902	NONE			NONE		\$17,050.35	0.92%
Zone 1	4286028001	8, 10		E	SUNSET AVE		\$13,996.27	0.76%
Zone 1	4286028002	615			OCEAN FRONT WALK		\$3,918.96	0.21%
Zone 1	4286028010	715			OCEAN FRONT WALK		\$2,521.80	0.14%
Zone 1	4286028013	719			OCEAN FRONT WALK		\$2,409.66	0.13%
Zone 1	4286028016	717			OCEAN FRONT WALK		\$2,509.14	0.14%
Zone 1	4286028017	723			OCEAN FRONT WALK		\$8,937.43	0.48%
Zone 1	4286028020	11		E	THORTON AVE		\$2,219.33	0.12%
Zone 1	4286028021	9		E	THORTON AVE		\$2,500.13	0.13%
Zone 1	4286028022	619			OCEAN FRONT WALK		\$2,472.13	0.13%
Zone 1	4286028023	7		E	THORTON AVE		\$2,436.13	0.13%
Zone 1	4286028024	621		S	OCEAN FRONT WALK		\$2,516.93	0.14%
Zone 1	4286028025	12		E	THORTON AVE		\$1,930.06	0.10%
Zone 1	4286028026	10		E	THORTON AVE		\$2,379.89	0.13%
Zone 1	4286028027	701		S	OCEAN FRONT WALK	MISSING	\$2,421.49	0.13%
Zone 1	4286028028	701		S	OCEAN FRONT WALK	MISSING	\$2,435.09	0.13%
Zone 1	4286028029	701			OCEAN FRONT WALK		\$2,430.29	0.13%
Zone 1	4286028030	701		S	OCEAN FRONT WALK	MISSING	\$2,374.29	0.13%
Zone 1	4286028031	701		S	OCEAN FRONT WALK	MISSING	\$2,347.09	0.13%
Zone 1	4286028902	NONE			NONE		\$13,038.98	0.70%
Zone 1	4286029012	511			OCEAN FRONT WALK		\$3,499.08	0.19%
Zone 1	4286029013	517			OCEAN FRONT WALK		\$6,375.84	0.34%
Zone 1	4286029017	523			OCEAN FRONT WALK		\$4,657.68	0.25%
Zone 1	4286029902	NONE			NONE		\$17,922.96	0.97%
Zone 1	4286030001	201			OCEAN FRONT WALK		\$5,868.64	0.32%
Zone 1	4286030002	201	1/2		OCEAN FRONT WALK		\$6,346.93	0.34%
Zone 1	4286030003	213			OCEAN FRONT WALK		\$2,629.61	0.14%
Zone 1	4286030006	301			OCEAN FRONT WALK		\$6,267.59	0.34%
Zone 1	4286030009	313			OCEAN FRONT WALK		\$2,667.57	0.14%
Zone 1	4286030011	319			OCEAN FRONT WALK		\$2,405.56	0.13%
Zone 1	4286030012	321			OCEAN FRONT WALK		\$8,127.65	0.44%
Zone 1	4286030013	5			ROSE AVE		\$9,813.54	0.53%
Zone 1	4286030017	317			OCEAN FRONT WALK	UNIT C	\$833.26	0.04%
Zone 1	4286030018	317			OCEAN FRONT WALK	UNIT B	\$916.46	0.05%
Zone 1	4286030019	317			OCEAN FRONT WALK	UNIT A	\$940.46	0.05%
Zone 1	4286030022	305			OCEAN FRONT WALK		\$2,788.79	0.15%

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Zone 1	4286030023	309			OCEAN FRONT WALK		\$2,671.10	0.14%
Zone 1	4286030903	NONE			NONE		\$26,849.63	1.45%
Zone 1	4288029900	NONE			NONE		\$1,074.75	0.06%
Zone 1	4288029906	NONE			NONE		\$0.00	0.00%
Zone 1	4288029909	120			OCEAN FRONT WALK		\$5,091.40	0.27%
Zone 1	4288029910	NONE			NONE		\$750.58	0.04%
Zone 1	4288029914	NONE			NONE		\$333.89	0.02%
Zone 1	4288029916	NONE			NONE		\$0.00	0.00%
Zone 2	4286009013	719			HAMPTON DR		\$1,302.80	0.07%

# APPENDIX 2

## VENICE BEACH BID BOUNDARY MAP

# Proposed Venice Beach BID

City of Los Angeles



# **Venice Beach**

A Los Angeles Property-Based Business  
Improvement District

## **Management District Plan**

June 24, 2016

**Prepared by**

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# 1 Management District Plan Summary

**Name of District:** The name of the District is the *Venice Beach Business Improvement District* (hereinafter the "District"), located in the City of Los Angeles. The District is being established pursuant to Section 36600 et seq. of the California Streets and Highways Code, The "Property and Business Improvement District Law of 1994 as amended", hereinafter referred to as State Law.

**Type of District:** New, Property-Based BID

**Duration:** The District shall have a 5-year life beginning January 1, 2017 and ending December 31, 2021, unless renewed by a new vote of the property owners. If not renewed, or otherwise terminated, unused funds shall be returned to the property owners in a pro-rata share, in accordance with Streets and Highways Code section 36671.

**Implementation Timeline:** In accordance with State law, the District will have a five-year life from January 1, 2017 to December 31, 2021. The District is expected to begin services on or shortly after January 1, 2017. If the District is not renewed, services will sunset on December 31, 2021.

**Boundaries:** The proposed commercial and industrial District lies entirely within Venice, a coastal community within the City of Los Angeles. The proposed District generally includes all non-residentially-zoned properties between the Los Angeles city boundary (with Santa Monica) on the north, the Pacific Ocean on the west and Venice Boulevard on the south. The eastern boundary is irregular, and is primarily determined by where commercially- and industrially-zoned properties end and residential (R3 and lower density residential) zoning begins. For additional information, see boundaries and boundary rationale (p. 8) and map (p. 20.)

**Governance:** The City shall contract with a non-profit Owners' Association to manage the District and implement this plan. The Owners' Association will review and approve the District budget, policies and operational plans. They shall hire and oversee all staff and/or contractors charged with the execution of services to the District. Annual and quarterly reports, newsletters and CPA-reviewed financial statements will be submitted to the City according to a calendar established by the Office of the City Clerk, Neighborhood and Business Improvement District Division.

**Service & Improvement Plan:** The service and improvement plan for the District, totaling **\$1,871,119**, has three budget categories, broken out as follows:

*Clean & Safe Programs*

*\$1,365,917*

*73%*

Examples include: bicycle, Segway, vehicular or foot patrols, sidewalk sweeping, pressure washing, landscaping, trash removal, graffiti/poster/sticker/gum removal and other related activities

*District Identity & Special Projects* \$130,978 7%

Examples include: Website, newsletter, promotional efforts, outreach programs

*Administration & Management* \$374,224 20%

Examples include: Personnel costs, city fees, formation costs, legal, accounting, insurance, office space, office supplies and equipment

There are two benefit zones. Each parcel shall receive services proportional to its assessment. Clean and safe services shall be provided to all parcels in the District. Parcels in Zone 1 require and shall receive much more frequent and more intensive clean and safe programming than parcels in Zone 2. Assessment rates for parcels in Zone 1 correspond to the frequency of clean and safe services that shall be provided to Zone 1 parcels which have more frequent special benefit needs. Zone 2 parcels shall receive a frequency of clean and safe services that corresponds to the level of special benefit needs. Administration and management services shall be provided to all parcels in the District. District identity and special projects services shall be provided for the majority of parcels in the District. The district identity and special projects portion of the budget is principally to promote the District and thereby increase commercial activity and patronage. Select public parcels (as identified on p. 33) do not benefit from district identity and special projects services, as they do not have any commercial activity or function, and do not benefit from increased patronage. These select public parcels are assessed for clean and safe and administration and management services, but are not assessed for district identity and special projects services.

The total 2017 budget for the District is \$1,871,119.

**Budget Totals: Year 1 (2017) - Year 5 (2021) – Special + General Benefit Allocations/Costs**  
(assessment and non-assessment revenues)

<b>SPECIAL + GENERAL BENEFIT COSTS BY CATEGORY &amp; ZONE</b>	<b>Clean and Safe</b>	<b>District Identity</b>	<b>Admin</b>	<b>TOTAL</b>
<b><u>ZONE 1</u></b>				
Year 1 - 2017 Special Benefit Cost	\$857,662	\$82,241	\$234,976	\$1,174,879



Year 1 - 2017 General Benefit Cost	\$8,663	\$831	\$2,373	\$11,867
Year 1 - 2017 Sub Total Costs	\$866,325	\$83,072	\$237,349	\$1,186,746
<b><u>ZONE 2</u></b>				
Year 1 - 2017 Special Benefit Cost	\$494,596	\$47,427	\$135,506	\$677,529
Year 1 - 2017 General Benefit Cost	\$4,996	\$479	\$1,369	\$6,844
Year 1 - 2017 Sub Total Costs	\$499,592	\$47,906	\$136,875	\$684,373
<b>Total Yr 1 Special Benefit Costs</b>	<b>\$1,352,258</b>	<b>\$129,668</b>	<b>\$370,482</b>	<b>\$1,852,408</b>
<b>Total Yr 1 General Benefit Costs</b>	<b>\$13,659</b>	<b>\$1,310</b>	<b>\$3,742</b>	<b>\$18,711</b>
<b>TOTAL YR 1 - 2017 COSTS</b>	<b>\$1,365,917</b>	<b>\$130,978</b>	<b>\$374,224</b>	<b>\$1,871,119</b>
<b><u>ZONE 1</u></b>				
Year 2 - 2018 Special Benefit Cost	\$900,545	\$86,353	\$246,725	\$1,233,623
Year 2 - 2018 General Benefit Cost	\$9,096	\$872	\$2,492	\$12,460
Year 2 - 2018 Sub Total Costs	\$909,641	\$87,225	\$249,217	\$1,246,083
<b><u>ZONE 2</u></b>				
Year 2 - 2018 Special Benefit Cost	\$519,326	\$49,798	\$142,281	\$711,405
Year 2 - 2018 General Benefit Cost	\$5,246	\$503	\$1,437	\$7,186
Year 2 - 2018 Sub Total Costs	\$524,572	\$50,301	\$143,718	\$718,591
<b>TOTAL YR 2 Special Benefit Costs</b>	<b>\$1,419,871</b>	<b>\$136,151</b>	<b>\$389,006</b>	<b>\$1,945,028</b>
<b>TOTAL YR 2 General Benefit Costs</b>	<b>\$14,342</b>	<b>\$1,375</b>	<b>\$3,929</b>	<b>\$19,646</b>
<b>TOTAL YR 2 - 2018 COSTS</b>	<b>\$1,434,213</b>	<b>\$137,526</b>	<b>\$392,935</b>	<b>\$1,964,674</b>
<b><u>ZONE 1</u></b>				
Year 3 - 2019 Special Benefit Cost	\$945,572	\$90,671	\$259,061	\$1,295,304
Year 3 - 2019 General Benefit Cost	\$9,551	\$916	\$2,617	\$13,084

Year 3 - 2019 Sub Total Costs	\$955,123	\$91,587	\$261,678	\$1,308,388
<b><u>ZONE 2</u></b>				
Year 3 - 2019 Special Benefit Cost	\$545,292	\$52,288	\$149,395	\$746,975
Year 3 - 2019 General Benefit Cost	\$5,508	\$528	\$1,509	\$7,545
Year 3 - 2019 Sub Total Costs	\$550,800	\$52,816	\$150,904	\$754,520
<b>TOTAL YR 3 Special Benefit Costs</b>	<b>\$1,490,864</b>	<b>\$142,959</b>	<b>\$408,456</b>	<b>\$2,042,279</b>
<b>TOTAL YR 3 General Benefit Costs</b>	<b>\$15,059</b>	<b>\$1,444</b>	<b>\$4,126</b>	<b>\$20,629</b>
<b>TOTAL YR 3 - 2019 COSTS</b>	<b>\$1,505,923</b>	<b>\$144,403</b>	<b>\$412,582</b>	<b>\$2,062,908</b>
<b><u>ZONE 1</u></b>				
Year 4 - 2020 Special Benefit Cost	\$992,851	\$95,204	\$272,014	\$1,360,069
Year 4 - 2020 General Benefit Cost	\$10,029	\$962	\$2,748	\$13,739
Year 4 - 2020 Sub Total Costs	\$1,002,880	\$96,166	\$274,762	\$1,373,808
<b><u>ZONE 2</u></b>				
Year 4 - 2020 Special Benefit Cost	\$572,557	\$54,902	\$156,865	\$784,324
Year 4 - 2020 General Benefit Cost	\$5,783	\$555	\$1,584	\$7,922
Year 4 - 2020 Sub Total Costs	\$578,340	\$55,457	\$158,449	\$792,246
<b>TOTAL YR 4 Special Benefit Costs</b>	<b>\$1,565,408</b>	<b>\$150,106</b>	<b>\$428,879</b>	<b>\$2,144,393</b>
<b>TOTAL YR 4 General Benefit Costs</b>	<b>\$15,812</b>	<b>\$1,517</b>	<b>\$4,332</b>	<b>\$21,661</b>
<b>TOTAL YR 4 - 2020 COSTS</b>	<b>\$1,581,220</b>	<b>\$151,623</b>	<b>\$433,211</b>	<b>\$2,166,054</b>
<b><u>ZONE 1</u></b>				
Year 5 - 2021 Special Benefit Cost	\$1,042,493	\$99,965	\$285,615	\$1,428,073

Year 5 - 2021 General Benefit Cost	\$10,530	\$1,010	\$2,885	\$14,425
Year 5 - 2021 Sub Total Costs	\$1,053,023	\$100,975	\$288,500	\$1,442,498
<b><u>ZONE 2</u></b>				
Year 5 - 2021 Special Benefit Cost	\$601,185	\$57,648	\$164,708	\$823,541
Year 5 - 2021 General Benefit Cost	\$6,073	\$582	\$1,664	\$8,319
Year 5 - 2021 Sub Total Costs	\$607,258	\$58,230	\$166,372	\$831,860
<b>TOTAL YR 5 Special Benefit Costs</b>	<b>\$1,643,678</b>	<b>\$157,613</b>	<b>\$450,323</b>	<b>\$2,251,614</b>
<b>TOTAL YR 5 General Benefit Costs</b>	<b>\$16,603</b>	<b>\$1,592</b>	<b>\$4,549</b>	<b>\$22,744</b>
<b>TOTAL YR 5 - 2021 COSTS</b>	<b>\$1,660,281</b>	<b>\$159,205</b>	<b>\$454,872</b>	<b>\$2,274,358</b>

\* The above table assumes the maximum possible annual assessment increase of 5%. Actual annual increase may be less. 1% of the total budget shall be generated from non-assessment source(s.)

**Other Budget Provisions:** Assessments may be adjusted annually but any increase shall not exceed 5% per year. In any year, assessments may be increased up to (but may not exceed) the maximum as established in the table above. Assessments may be reduced by the District Owners' Association in any given year. Increases or decreases are not automatic, and may not occur in any given year. Any annual increase or decrease shall require a vote by the District Owners' Association Board of Directors, and shall be stipulated in the District's Annual Planning Report submitted to the City. The District Owners' Association shall have the right to reallocate up to 10% of the budget allocation by line item within the budgeted categories in order to deal with fluctuating market costs for District services and programs. Accrued interest or delinquent payments may be expended in any budget category.

Any annual budget surplus shall be rolled over into the following year's budget for the District, or may be used to cover the costs of renewal of the district. The budget for that year shall be set by the Owners' Association, in accordance with the Management District Plan. If the District expires with a surplus, funds may be rolled over into a renewed or reformed District if established, but shall only be expended on those parcels that were assessed in the original District; if none is established, the surplus shall be returned, on a pro rata basis, to each property owner in the District, in accordance with State law.

In the calculation of assessments, frontage, lot and building measurements are rounded to the nearest whole number. Assessments are rounded to the nearest cent. The overall budget and budget categories are rounded to the nearest dollar.

**Method of Financing:** A levy of special assessments shall be made upon real property that receives special benefits from the improvements and activities described within this plan.

**Assessment Methodology:** There are two benefit zones in the District. In Zone 1, assessable commercial, industrial and government-owned parcels shall be assessed \$0.08 per square foot (SF) of building, \$0.11 per SF of lot, and \$29 per linear foot (LF) of frontage. In Zone 2, assessable commercial, industrial and government-owned parcels shall be assessed at \$0.08 per square foot (SF) of building, \$0.11 per SF of lot, and \$14.50 per LF of frontage. For more detail on the assessment methodology, see p. 26.

Zone 1 shall receive twice the frequency of clean & safe services as Zone 2. More detail is provided in the Service & Improvement Plan on p. 21. Also, see the Quantitative Benefit Analysis section, p. 12 of the Engineer's Report, for a definition of special vs. general benefits, an explanation of the method used to calculate general benefits, and an explanation of the special benefits to be conveyed for each of the various land use categories.

**District Formation Requirements:** In order to form the District, property owners shall present favorable petitions representing more than 50% of the total assessments outlined in the Assessment Roll (see p. 34.) Once presented and verified, a ballot procedure shall occur pursuant to CA Proposition 218.

## 2a Boundary: Description & Rationale

**Setting:** The proposed District is located in the coastal community of Venice Beach located in the southwest region of the City of Los Angeles. According to the Venice Chamber of Commerce, Venice Beach is the #2 tourist destination in Southern California (second only to Disneyland.) The property uses within the boundaries of the proposed District which will receive special benefits from District funded programs and services are currently a mix of commercial, industrial, government and residential.

Ocean Front Walk (aka the Boardwalk), a mixed-use, oceanfront, pedestrian-oriented, tourist-dominated corridor and generally includes all commercially and industrially zoned properties along the Ocean Front Walk, Pacific, Main Street, Hampton Drive and 3<sup>rd</sup> Ave corridors between the Los Angeles-Santa Monica city boundary on the north and Venice Boulevard on the south. The iconic Ocean Front Walk is a pedestrian-only street flanked by commercial business. The

other streets are open to vehicular traffic, many run parallel to Ocean Front Walk, and are predominantly populated with uses that are related to Ocean Front Walk and its tourism.

The proposed District is dominated by commercial and government owned parcels, with a small but significant number of industrially-zoned parcels. The industrially-zoned parcels of the District are principally occupied by a) commercial businesses, b) office space, c) guest/vacation rental units and/or d) mixed-use condominium units over retail (many of which are also operated as vacation rental units.) In these industrial areas, many parcels contain multiple uses within a single parcel (e.g. residential over retail.) Very few parcels operate as traditional industrial uses (e.g. Metro's bus maintenance facility.) Each assessed parcel will specially benefit from District programs and services. More detail on how parcels specially benefit from District programs and services can be found in the Boundary Rationale section of this Report (p. 17) and the Service & Improvement Plan (p. 21.)

The commercial parcels in the proposed District are heavily tourist-related: hotels, vacation rentals, restaurants, bars, entertainment, paid parking, visitor services, and a variety of retail, including sales/rentals of sports and recreation equipment, etc. One of the District goals is to maintain and even increase the tourist base.

The western side of Ocean Front Walk, the adjacent grassy knoll and beach, as well as restrooms, parking lots, maintenance facilities and a public library are among the most heavily utilized public facilities in the U.S., and these government-owned parcels constitute as significant a part of Venice's attractions as the hotels, shops, restaurants and other local businesses that also populate the area. Ownership of this public beachfront property is divided between the City of Los Angeles and the State of California. The state-owned property has been operated under the auspices of the City of Los Angeles pursuant to an agreement signed in 1948. The City maintains full operational control of the state-owned property, and the State is not involved in its operation or management. The City is responsible for the District assessment for the state-owned property.

The majority of government owned parcels in the District are heavily utilized by Venice tourists and visitors (public parks, paid parking lots, terminus for local public transportation, etc.) but there are some exceptions. These include an LAUSD elementary school parcel that is surrounded by commercially-zoned, tourist-oriented properties, and a Los Angeles Public Library parcel, which, in addition to the Library, also contains a large open space area (pocket park and pedestrian/jogging/biking/skateboarding path) along Venice Boulevard, one of the primary gateways to Ocean Front Walk and Venice Beach.

Due to geographic and legal (PBID Law) limitations, the actual District boundaries within the broadly defined limits described above are irregular in places to coincide with City boundaries, the ocean, and land use zoning. These limitations are incorporated into the District boundaries. Further explanation of the District Boundary Rationale begins on p. 17.

The proposed District includes all of the Ocean Front Walk (aka the Boardwalk), a mixed-use, oceanfront, pedestrian-oriented, tourist-dominated corridor. State PBID Law (Section 36632 Streets and Highways Code) states: Properties zoned solely for residential use.....are conclusively presumed not to benefit from the improvements and services funded through these assessments, and shall not be subject to any assessments pursuant to this part. It is noted that no parcels within the proposed District are zoned solely residential.

There are two benefit zones within the proposed District. The zone boundaries are described on p. 13 and the zone rationale is described on p. 18.

**District Boundary Legal Description:** The boundary of the proposed District and parcels within it are shown on the map of the District on p. 20 of this Management District Plan. The District includes all parcels within the boundaries described below.

*True Point of Beginning:* Beginning at the northwest corner of the District, at the westerly edge of the northern property line of APN 4288029914; thence east along the northern property line of APN 4288029914 and continuing along the centerline of Barnard Way to the centerline of Ocean Front Walk; thence south along said centerline of Ocean Front Walk to the centerline of Ozone Avenue; thence east along said centerline of Ozone Avenue to the centerline of Speedway; thence south along said centerline of Speedway to the centerline of Dudley Avenue; thence west along said centerline of Dudley Avenue to the centerline of Ocean Front Walk; thence south along said centerline of Ocean Front Walk to the westerly prolongation of the north property line of APN 4286029012; thence east along said north property line of said APN 4286029012 to the centerline of Speedway; thence south along said centerline of Speedway to the eastern prolongation of the southern property line of APN 4286029013; thence west along said southern property line of said APN 4286029013 to the northern prolongation of the eastern property line of APN 4286029017; thence south along said eastern property line of said APN 4286029017 to the centerline of Sunset Avenue; thence east along said centerline of Sunset Avenue to the centerline of Speedway; thence south along said centerline of Speedway to the centerline of Horizon Court; thence east along said centerline of Horizon Court to the centerline of Pacific Avenue; thence north along said centerline of Pacific Avenue to the westerly prolongation of the northern property line of APN 4238011004; thence east along said northern property line of said APN 4238011004 to the centerline of Park Row; thence north along said centerline of Park Row to the centerline of Westminster Avenue; thence west along said centerline of Westminster Avenue to the centerline of Pacific Avenue; thence north along said centerline of Pacific Avenue to the centerline of Clubhouse Avenue; thence east along said centerline of Clubhouse Avenue to the centerline of Main Street; thence north along said centerline of Main Street to the centerline of Thornton Place; thence west along said centerline of Thornton Place to the centerline of Pacific Avenue; thence north along said centerline of Pacific Avenue to the centerline of Sunset Avenue; thence east along said centerline of Sunset Avenue to the centerline

of Main Street; thence north along said centerline of Main Street to the centerline of Rose Avenue; thence west along said centerline of Rose Avenue to the southerly prolongation of the western property line of APN 4286017093; thence north along said western property line of said APN 4286017093, crossing Navy Street and continuing along the western property line of APN 4288006013 to its intersection with the northern property line of said APN 4288006013; thence east along said northern property line of said APN 4288006013 to its intersection with the eastern property line of said APN 4288006013; thence south along said eastern property line of said APN 4288006013 to the centerline of Navy Street; thence east along said centerline of Navy Street to the centerline of Main Street; thence north along said centerline of Main Street to the westerly prolongation of the northern property line of APN 4286003001; thence east along said northern property line of said APN 4286003001 and APN 4286003019 and continuing to the centerline of Hampton Drive; thence south along said centerline of Hampton Drive to the centerline Rose Avenue; thence east along said centerline Rose Avenue to the centerline of 4<sup>th</sup> Avenue; thence south along said centerline of 4<sup>th</sup> Avenue to the centerline of Vernon Avenue; thence west along said centerline of Vernon Avenue to the southerly prolongation of the western property line of APN 4286007015; thence north along said western property line of said APN 4286007015 to the centerline of the unnamed alley that lies immediately north of and parallel to Vernon Avenue; thence west along said centerline of the unnamed alley that lies immediately north of and parallel to Vernon Avenue to the centerline of the unnamed alley that lies immediately east of and parallel to Hampton Drive; thence south along said unnamed alley that lies immediately east of and parallel to Hampton Drive to the centerline of Vernon Avenue; thence east along said centerline of Vernon Avenue to the centerline of the unnamed alley that lies immediately east of and parallel to Hampton Drive; thence south along said unnamed alley that lies immediately east of and parallel to Hampton Drive to the centerline of Indiana Avenue; thence east along said centerline of Indiana Avenue to the unnamed alley that lies immediately east of and parallel to Hampton Drive, thence south along said centerline of the unnamed alley that lies immediately east of and parallel to Hampton Drive to the easterly prolongation of the southern property line of APN 4286010044; thence west along said southern property line of said APN 4286010044 to the centerline of Douglas Place; thence south along said centerline of Douglas Place to the centerline of Brooks Avenue; thence west along said centerline of Brooks Avenue to the centerline of Abbot Kinney Boulevard; thence south along said centerline of Abbot Kinney to the centerline of Westminster Avenue; thence west along said centerline of Westminster Avenue to the centerline of Riviera Avenue; then south along said centerline of Riviera Avenue to the centerline of San Juan Avenue; thence west along said centerline of San Juan Avenue to the southerly prolongation of the western property line of APN 4238010009; thence north along said western property line of said APN 4238010009 to the centerline of Westminster Avenue; thence west along said centerline of Westminster Avenue to the centerline of the unnamed alley that runs immediately east of and parallel to Main Street; thence south along said centerline of the unnamed alley that runs immediately east of and parallel to Main

Street and continuing across San Juan Avenue to the northerly prolongation of the eastern property line of APN 4238010016; thence south along said eastern property line of said APN 4238010016 and continuing across Horizon Avenue to the centerline of Granada Court; thence south along said centerline of Granada Court to the northerly prolongation of the eastern property line of APN 4238013006; thence south along said eastern property line of said APN 4238013006 to the centerline of Windward Avenue; thence west along said centerline of Windward Avenue to the centerline of Grand Boulevard; thence east along said centerline of Grand Boulevard to the northerly prolongation of the eastern property line of APN 4238021001; thence south along said eastern property line of said APN 4238021001 to the centerline of the unnamed alley that lies immediately south of and parallel to Grand Boulevard; thence east along said centerline of the unnamed alley that lies immediately south of and parallel to Grand Boulevard to the northerly prolongation of the eastern property line of APN 4238021025; thence south along said eastern property line of said APN 4238021025 to the centerline of Venice Way; thence west along said centerline of Venice Way to the centerline of Pacific Avenue; thence south along said centerline of Pacific Avenue to the centerline of 18<sup>th</sup> Avenue; thence west along said centerline of 18<sup>th</sup> Avenue to the southerly prolongation of the western property line of APN 4226010011; thence north along said western property line of said APN 4226010011 and continuing across 17<sup>th</sup> Place and along the western property line of APN 4226010018 to the centerline of 17<sup>th</sup> Avenue; thence west along said centerline of 17<sup>th</sup> Avenue to the centerline of Speedway; thence south along said centerline of Speedway to the centerline of 19<sup>th</sup> Avenue; thence west along said centerline of 19<sup>th</sup> Avenue to the centerline of Ocean Front Walk; thence south along said centerline of Ocean Front Walk to the westerly prolongation of the northern property line of APN 4226013006; thence east along said northern property line of said APN 4226013006 to the centerline of Speedway; thence north along said centerline of Speedway to the centerline of 20<sup>th</sup> Place; thence east along said centerline of 20<sup>th</sup> Place to the centerline of Pacific Avenue; thence south along said centerline of Pacific Avenue to the westerly prolongation of the northern property line of APN 4238022001; thence east along said northern property line of said APN 4238022001 to the centerline of Strongs Drive; thence south along said centerline of Strongs Drive to the centerline of North Venice Boulevard; thence east along said centerline of North Venice Boulevard to the northerly prolongation of the eastern property line of APN 4238024906; thence south along said eastern property line of said APN 4238024906 to its intersection with the northern property line of APN 4238024907; thence east along said northern property line of said APN 4238024907 and continuing across Dell Avenue and along the northern property lines of APN 4238025901 and APN 4238025902 to the intersection of the northern property line of said APN 4238025902 with the western property line of APN 4238025903; thence north along said western property line of said APN 4238025903 to the centerline of North Venice Boulevard; thence east along said centerline of North Venice Boulevard to the centerline of Abbot Kinney Boulevard; thence south along said centerline of Abbot Kinney Boulevard to the centerline of South Venice Boulevard; thence west along said centerline of South Venice Boulevard to the



centerline of Pacific Avenue; thence north along said centerline of Pacific Avenue to the centerline of North Venice Boulevard; thence west along said centerline of North Venice Boulevard to the northerly prolongation of the eastern boundary of APN 4226014018; thence south along said eastern boundary of said APN 4226014018 to the centerline of Center Court; thence west along said centerline of Center Court to the centerline of Speedway; thence north along said centerline of Speedway to the centerline of North Venice Boulevard; thence west along said centerline of North Venice Boulevard and continuing across Ocean Front Walk and along the southern property line of APN 4226001900 to its intersection with the western property line of APN 4226001900; thence north along said western property line of said APN 4226001900 to the centerline of Market Street; thence east along said centerline of Market Street to the southerly prolongation of the western boundary line of APN 4226001902; thence north along said western boundary line of said APN 4226001902 to its intersection with the northern boundary of APN 4226001902; thence east along said northern boundary of said APN 4226001902 to its intersection with the western property line of APN 4226001901, thence north along the western property lines of said APN 4226001901 and continuing along the western property lines of APNs 4286027902, 4286028902, 4286029902, 4286030903, 4288029909, 4288029910 and 4288029914 to the intersection of said APN 4288029914 with the northern boundary of said APN 4288029914, the True Point of Beginning.

There are two zones within the District. The exterior perimeter boundaries of Zone 1 and Zone 2 are more specifically described as follows:

#### Benefit Zone 1 Description

Beginning at the True Point of Beginning at the westerly edge of the northern property line of APN 4288029914; thence east along the northern property line of APN 4288029914 and continuing along the centerline of Barnard Way to the centerline of Ocean Front Walk; thence south along said centerline of Ocean Front Walk to the centerline of Ozone Avenue; thence east along said centerline of Ozone Avenue to the centerline of Speedway; thence south along said centerline of Speedway to the centerline of Dudley Avenue; thence west along said centerline of Dudley Avenue to the centerline of Ocean Front Walk; thence south along said centerline of Ocean Front Walk to the westerly prolongation of the north property line of APN 4286029012; thence east along said north property line of said APN 4286029012 to the centerline of Speedway; thence south along said centerline of Speedway to the eastern prolongation of the southern property line of APN 4286029013; thence west along said southern property line of said APN 4286029013 to the northern prolongation of the eastern property line of APN 4286029017; thence south along said eastern property line of said APN 4286029017 to the centerline of Sunset Avenue; thence east along said centerline of Sunset Avenue to the centerline of Speedway; thence south along said centerline of Speedway to the

centerline of Horizon Court; thence east along said centerline of Horizon Court to the centerline of Pacific Avenue; thence north along said centerline of Pacific Avenue to the westerly prolongation of the northern property line of APN 4238011004; thence east along said northern property line of said APN 4238011004 to the centerline of Park Row; thence north along said centerline of Park Row to the centerline of Westminster Avenue; thence east along said centerline of Westminster Avenue to the centerline of Riviera Avenue; thence south along said centerline of Riviera Avenue to the centerline of San Juan Avenue; thence west along said centerline of San Juan Avenue to the southerly prolongation of the western property line of APN 4238010009; thence north along said western property line of said APN 4238010009 to the centerline of Westminster Avenue; thence west along said centerline of Westminster Avenue to the centerline of the unnamed alley that runs immediately east of and parallel to Main Street; thence south along said centerline of the unnamed alley that runs immediately east of and parallel to Main Street and continuing across San Juan Avenue to the northerly prolongation of the eastern property line of APN 4238010016; thence south along said eastern property line of said APN 4238010016 and continuing across Horizon Avenue to the centerline of Granada Court; thence south along said centerline of Granada Court to the northerly prolongation of the eastern property line of APN 4238013006; thence south along said eastern property line of said APN 4238013006 to the centerline of Windward Avenue; thence west along said centerline of Windward Avenue to the centerline of Grand Boulevard; thence east along said centerline of Grand Boulevard to the northerly prolongation of the eastern property line of APN 4238021001; thence south along said eastern property line of said APN 4238021001 to the centerline of the unnamed alley that lies immediately south of and parallel to Grand Boulevard; thence east along said centerline of the unnamed alley that lies immediately south of and parallel to Grand Boulevard to the northerly prolongation of the eastern property line of APN 4238021025; thence south along said eastern property line of said APN 4238021025 to the centerline of Venice Way; thence west along said centerline of Venice Way to the centerline of Pacific Avenue; thence south along said centerline of Pacific Avenue to the centerline of 18<sup>th</sup> Avenue; thence west along said centerline of 18<sup>th</sup> Avenue to the southerly prolongation of the western property line of APN 4226010011; thence north along said western property line of said APN 4226010011 and continuing across 17<sup>th</sup> Place and along the western property line of APN 4226010018 to the centerline of 17<sup>th</sup> Avenue; thence west along said centerline of 17<sup>th</sup> Avenue to the centerline of Speedway; thence south along said centerline of Speedway to the centerline of 19<sup>th</sup> Avenue; thence west along said centerline of 19<sup>th</sup> Avenue to the centerline of Ocean Front Walk; thence south along said centerline of Ocean Front Walk to the westerly prolongation of the northern property line of APN 4226013006; thence east along said northern property line of said APN 4226013006 to the centerline of Speedway; thence north along said centerline of

Speedway to the centerline of 20<sup>th</sup> Place; thence east along said centerline of 20<sup>th</sup> Place to the centerline of Pacific Avenue; thence south along said centerline of Pacific Avenue to the westerly prolongation of the northern property line of APN 4238022001; thence east along said northern property line of said APN 4238022001 to the centerline of Strongs Drive; thence south along said centerline of Strongs Drive to the centerline of North Venice Boulevard; thence east along said centerline of North Venice Boulevard to the northerly prolongation of the eastern property line of APN 4238024906; thence south along said eastern property line of said APN 4238024906 to its intersection with the northern property line of APN 4238024907; thence east along said northern property line of said APN 4238024907 and continuing across Dell Avenue and along the northern property lines of APN 4238025901 and APN 4238025902 to the intersection of the northern property line of said APN 4238025902 with the western property line of APN 4238025903; thence north along said western property line of said APN 4238025903 to the centerline of North Venice Boulevard; thence east along said centerline of North Venice Boulevard to the centerline of Abbot Kinney Boulevard; thence south along said centerline of Abbot Kinney Boulevard to the centerline of South Venice Boulevard; thence west along said centerline of South Venice Boulevard to the centerline of Pacific Avenue; thence north along said centerline of Pacific Avenue to the centerline of North Venice Boulevard; thence west along said centerline of North Venice Boulevard to the northerly prolongation of the eastern boundary of APN 4226014018; thence south along said eastern boundary of said APN 4226014018 to the centerline of Center Court; thence west along said centerline of Center Court to the centerline of Speedway; thence north along said centerline of Speedway to the centerline of North Venice Boulevard; thence west along said centerline of North Venice Boulevard and continuing across Ocean Front Walk and along the southern property line of APN 4226001900 to its intersection with the western property line of APN 4226001900; thence north along said western property line of said APN 4226001900 to the centerline of Market Street; thence east along said centerline of Market Street to the southerly prolongation of the western boundary line of APN 4226001902; thence north along said western boundary line of said APN 4226001902 to its intersection with the northern boundary of APN 4226001902; thence east along said northern boundary of said APN 4226001902 to its intersection with the western property line of APN 4226001901, thence north along the western property lines of said APN 4226001901 and continuing along the western property lines of APNs 4286027902, 4286028902, 4286029902, 4286030903, 4288029909, 4288029910 and 4288029914 to the intersection of said APN 4288029914 with the northern boundary of said APN 4288029914, the True Point of Beginning.

#### Benefit Zone 2 Description

Beginning at the northwest corner of Zone 2, at the intersection of the western and northern property lines of APN 4288006013; thence east along said northern property line of said APN 4288006013 to its intersection with the eastern property line of said APN 4288006013; thence south along said eastern property line of said APN 4288006013 to the centerline of Navy Street; thence east along said centerline of Navy Street to the centerline of Main Street; thence north along said centerline of Main Street to the westerly prolongation of the northern property line of APN 4286003001; thence east along said northern property line of said APN 4286003001 and APN 4286003019 and continuing to the centerline of Hampton Drive; thence south along said centerline of Hampton Drive to the centerline of Rose Avenue; thence east along said centerline of Rose Avenue to the centerline of 4<sup>th</sup> Avenue; thence south along said centerline of 4<sup>th</sup> Avenue to the centerline of Vernon Avenue; thence west along said centerline of Vernon Avenue to the southerly prolongation of the western property line of APN 4286007015; thence north along said western property line of said APN 4286007015 to the centerline of the unnamed alley that lies immediately north of and parallel to Vernon Avenue; thence west along said centerline of the unnamed alley that lies immediately north of and parallel to Vernon Avenue to the centerline of the unnamed alley that lies immediately east of and parallel to Hampton Drive; thence south along said unnamed alley that lies immediately east of and parallel to Hampton Drive to the centerline of Vernon Avenue; thence east along said centerline of Vernon Avenue to the centerline of the unnamed alley that lies immediately east of and parallel to Hampton Drive; thence south along said unnamed alley that lies immediately east of and parallel to Hampton Drive to the centerline of Indiana Avenue; thence east along said centerline of Indiana Avenue to the unnamed alley that lies immediately east of and parallel to Hampton Drive, thence south along said centerline of the unnamed alley that lies immediately east of and parallel to Hampton Drive to the easterly prolongation of the southern property line of APN 4286010044; thence west along said southern property line of said APN 4286010044 to the centerline of Douglas Place; thence south along said centerline of Douglas Place to the centerline of Brooks Avenue; thence west along said centerline of Brooks Avenue to the centerline of Abbot Kinney Boulevard; thence south along said centerline of Abbot Kinney to the centerline of Westminster Avenue; thence east along said centerline of Westminster Avenue to the centerline of Pacific Avenue; thence north along said centerline of Pacific Avenue to the centerline of Clubhouse Avenue; thence east along said centerline of Clubhouse Avenue to the centerline of Main Street; thence north along said centerline of Main Street to the centerline of Thornton Place; thence west along said centerline of Thornton Place to the centerline of Pacific Avenue; thence north along said centerline of Pacific Avenue to the centerline of Sunset Avenue; thence east along said centerline of Sunset Avenue to the centerline of Main Street; thence north along said centerline of Main Street to the centerline of Rose Avenue; thence west along said centerline of Rose

Avenue to the southerly prolongation of the western property line of APN 4286017093; thence north along said western property line of said APN 4286017093, crossing Navy Street and continuing along the western property line of APN 4288006013 to its intersection with the northern property line of said APN 4288006013, the point of beginning for Zone 2.

### **District Boundary Rationale:**

Western Boundary: The western boundary of the District is geographically determined by the Venice public beach and the Pacific Ocean. All parcels along the western boundary are government owned parcels (City of Los Angeles and State of California). It is noted that the westerly boundary line is irregular in that it includes only land portions developed with either public uses (such as sports/recreation venues, parks and public parking) or land areas occupied by or available for business concessions and kiosks. Sand/beach portions of the government owned parcels along the western boundary are not included in the District. In order to ensure that parcels west of the western boundary will not specially benefit from District funded services and improvements, no District services and improvements will be provided west of the western boundary, only to assessed parcels east of the western boundary within the District.

Northern Boundary: The northern boundary of the District is geographically determined by the City of Los Angeles City - City of Santa Monica boundary line. Per State PBID Law, parcels outside of one City cannot, without consent of the other City Council, be included within a business improvement district. Since there is no such consent by the City of Santa Monica, parcels located within the City of Santa Monica are not included in the District. No direct or tangible District funded services and improvements will be provided to parcels within the City of Santa Monica nor will any special benefits be conferred upon them. In order to ensure that parcels north of the northern boundary will not specially benefit from District funded services and improvements, no District services and improvements will be provided north of the northern boundary, only to assessed parcels south of the northern boundary within the District.

Eastern Boundary: The eastern boundary of the District is irregular, but generally coincides with where commercial and industrial zoned parcels end and parcels zoned solely residential begin. This boundary includes contiguous parcels that are zoned as commercial, industrial and/or open space and excludes all parcels zoned solely residential and presumed by State Law not to benefit from District improvements or activities.

In addition, there are 3 commercial zoned parcels tangent to assessed parcels within the District but outside the City limit. The District is surrounded by 25 commercial zoned parcels with commercial uses located across streets or alleys on the perimeter of the District. These lie

primarily to the east and north of the District and are not included because they are not part of the Venice Beach area.

In order to ensure that parcels east of the eastern boundary will not specially benefit from District funded services and improvements, no District services and improvements will be provided east of the eastern boundary, only to assessed parcels west of the eastern boundary within the District.

Southern Boundary: The southern boundary generally coincides with the centerline of South Venice Beach Boulevard and is determined by zoning and land uses where properties located to the south of the southern District boundary are zoned solely residential with residential land uses while those north of the southern boundary are primarily government owned parcels zoned with some commercial parcels. The government owned parcels include a Los Angeles Public Library parcel, which is included in the proposed District because, in addition to the Library, it also contains a large open space area (pocket park and pedestrian/jogging/biking/skateboarding path) along Venice Boulevard, which is one of the primary gateways to Ocean Front Walk and Venice Beach. State of California Streets and Highways Code Section 36632(c) conclusively presumes that properties zoned solely residential do not benefit from the improvements and service funded through District assessments, cannot be assessed and, thus, are not included in the District. In order to ensure that parcels south of the southern boundary will not specially benefit from District funded services and improvements, no District services and improvements will be provided south of the southern boundary segments, only to assessed parcels north of the southern boundary within the District.

Each boundary includes all of the contiguous parcels that are zoned as either commercial, industrial and/or open space within the Venice Beach area, and excludes all parcels zoned solely residential and presumed by State Law not to benefit from District funded services and improvements.

There are two benefit zones in the District.

Benefit Zone 1 Rationale:

- Zone 1 includes the tourist-related commercial core of Venice Beach (i.e. Ocean Front Walk, Windward Avenue and extensive parking lots along North and South Venice Boulevards which are utilized primarily by beachgoers and Boardwalk patrons) and consists of commercial, industrial and open space zoned properties. The Ocean Front Walk, the adjacent grassy knoll and beach, as well as restrooms, parking lots, and maintenance facilities are among the most heavily utilized public facilities in the U.S., and constitute as significant a part of Venice's attractions as the hotels, shops, restaurants and other local businesses that also populate the area. Ownership of this public beachfront property is divided between the City of Los Angeles and the State of

California. The state-owned property has been operated under the auspices of the City of Los Angeles pursuant to an agreement signed in 1948. The City maintains full operational control of the state-owned property, and the State is not involved in its operation or management. The City is responsible for the District assessment for the state-owned property. Zone 1 has heavily-utilized bus stops connecting transit riders to adjacent communities in Los Angeles, Santa Monica, Culver City and Marina del Rey. Tourist related activity and pedestrian traffic is highest Zone 1, and thus these parcels require the highest level of District programs and services (twice the clean and safe service frequencies as Zone 2 parcels). Zone 1 parcels will receive 100% of their proportionate special benefit from Zone 1 District funded levels of services and will be assessed at the rate of \$0.08 per square foot of building area, \$0.11 per square foot of parcel land area and \$29 per linear foot of street frontage as delineated in this Report. These rates and the resulting Zone 1 assessment revenue are reflected in the budget allocation of funds for Zone 1 and the corresponding proportionate special benefits conferred on Zone 1 parcels.

#### Benefit Zone 2 Rationale:

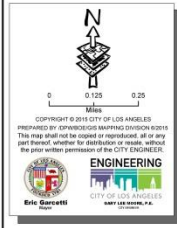
- Zone 2 includes the secondary retail and tourist-related business corridors of Venice Beach (i.e. Main Street, Hampton Avenue and 3<sup>rd</sup> Avenue) and consists of commercial, industrial, and open space zoned properties. Zone 2 also contains one large parcel at the southeast end of the proposed District, which contains the Venice Branch of the Los Angeles Public Library. This parcel is included in Zone 2 because its hours of operation and service level needs are compatible with Zone 2 uses (in contrast to the government owned parcels that lie immediately west of the library, which represent paid parking lots and uses directly tied to Ocean Front Walk, the public park and beach areas, and whose hours of operation and service level needs are compatible with Zone 1 uses.) Please see p. 22 of the Service & Improvement Plan for more discussion of the services provided in Zone 1 and Zone 2. Tourist-related activity and pedestrian traffic is significantly lower in Zone 2 as compared to Zone 1, and thus these parcels require a lower level of District programs and services (50% of the clean and safe service frequencies as Zone 1 parcels). Zone 2 parcels will receive 100% of their proportionate special benefit from Zone 2 District funded levels of services and will be assessed at the rate of \$0.08 per square foot of building area, \$0.11 per square foot of parcel land area and \$14.50 per linear foot of street frontage as delineated in this Report. These rates and the resulting Zone 2 assessment revenue are reflected in the budget allocation of funds for Zone 2 and the corresponding proportionate special benefits conferred on Zone 2 parcels.

## **2b Boundary: Map**

**(next page)**



## City of Los Angeles



### 3 Service & Improvement Plan

As determined by the District Steering Committee through surveys, discussion and refinement, the top priority for the District at the time of formation is the “clean and safe” programming. The second priority for the property owners is administration and management. The Steering Committee viewed a highly professional full-time management team as essential to the implementation and oversight of all other priorities. A more distant third priority is district identity and special projects (website, newsletters, social media and other marketing and business attraction and promotion efforts.) The group agreed on these initial priorities for the District; this created a basis for the budget for the District, which was developed by consultation with clean and safe program providers, discussing administrative staff levels, examining salary comps for similar BIDs in Los Angeles, and analyzing the services and budgets of other districts in LA. It was agreed that the priorities should be comprehensively reassessed upon any renewal of the District.

**Definition of Special and General Benefits:** As stipulated by Proposition 218, assessment district programs and activities confer a combination of general and special benefits to properties, but the only program benefits that can be assessed are those that provide special benefit to the assessed properties. A “general benefit” is defined as: “A benefit to properties in the area and in the surrounding community or benefit to the public in general resulting from the improvement, activity, or service to be provided by the assessment levied.” A “special benefit” as defined by the California State Constitution means a distinct benefit over and above general benefits conferred on real property located in the District or to the public at large. Special and general benefits are discussed in greater detail on p. 12 of the Engineer’s Report.

There are three categories of special benefit services that will be funded with the District. All of these services shall be provided only to those parcels in the District, and shall be provided consistent with the individual assessment for that parcel. The categories of special benefits are as follows:

1) <i>Clean &amp; Safe Programs</i>	\$1,365,917	73%
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*Clean* encompasses all sidewalk, curb and other right-of-way services in the District and includes: sweeping, litter removal, bulky item removal, enhanced emptying of trash cans, pressure washing/steam cleaning, graffiti/flyer/sticker/gum removal, tree trimming and weeding. Clean also includes the cost of equipment necessary to provide these services. Clean may also include property owner notification of conditions on private property that are unsafe or unfavorable to creating and preserving a clean and safe environment in the District (e.g. broken window/gate, vandalism, accumulated debris/garbage, etc.) Clean may also include

notification to the City or other entities as appropriate (e.g. utilities) of any damage to public infrastructure or utilities.

*Safe* encompasses all patrol/ambassadorial services in the District and includes: personnel on foot, bike, or other vehicles (e.g. segways, trucks, etc.), ambassadors (specially trained personnel able to provide directions, transit information, business information, event information, social service referrals, etc.), emergency assistance, crowd control, crime prevention activities (e.g. Neighborhood Watch), escort services and distribution of special bulletins (e.g. street closures, emergency alerts.) *Safe* also includes the cost of equipment necessary to provide these services.

The goal of both clean and safe programs is the same: to establish and maintain a clean, safe, beautiful and welcoming District by providing these services to all the individually assessed parcels in the District. Ongoing homeless outreach and social service referrals are expected to be a significant component of the clean and safe program. The District may identify social service partner(s) to implement their homeless outreach program. The special benefits conferred by these programs are discussed later in this section. Various levels of clean and safe activities will be required over time to maintain the District.

To assist the Owners' Association in budgeting and the deployment of resources, an incident-tracking software/database will be developed to track calls for clean and safe services for individually assessed parcels in the District. This data will help ensure that negative public safety trends are identified quickly and can be addressed efficiently and effectively so that crime, litter and blight do not deter pedestrian activity and commerce.. The database will be developed and expanded as funds are available to implement this goal.

Zone 1 shall receive twice the frequency of clean and safe services as Zone 2. Although the future Board of Directors shall consider and approve the actual deployment schedule, in general, Zone 1's highest demand for services occurs from late morning through the night. Zone 2's highest demand for clean and safe services occurs in the early morning and the early evening, with notably lesser needs during the day and night. Also, Zone 1's service demand fluctuates more day-to-day (with highest demands occurring Thursday – Saturday afternoon/evening/night, on holidays, and seasonally, from Spring through Fall.) Zone 2's service demand is much more consistent across each day of the week, and throughout the year. Zone 1's needs are most heavily determined by intense visitor/tourist traffic which peaks in the warmer months, and on weekends throughout the year. Zone 2's needs are more driven by local employees, residents and visitors; tourism is a factor, but plays a much smaller role in Zone 2 demand.

"Clean" programs will assist in enhancing the image of each individual assessed parcel in the District. For commercial and industrial parcels "clean" programs are designed to increase

vehicular and pedestrian traffic within the District that is intended to increase commerce and customer activity, attract and retain new business and patrons for assessed commercial and industrial parcels within the District boundaries, and may increase commercial/industrial rents and occupancies. In the case of assessed Government owned parcels and facilities, District funded “clean” programs provide cleaner entrances and perimeters for their employees, students, visitors, vendors and users of these public facilities. Further, in the case of assessed commercially- or industrially-zoned residential uses, District funded “clean” programs improve the aesthetic appeal of each assessed residential type parcel for tenants, visitors and landlords, which, in turn, is intended to increase residential occupancies and return on investment.

“Safe” programs will assist in creating a safer and more secure environment for each individual assessed parcel in the District. For commercial and industrial parcels, District funded “safe” programs are designed to increase vehicular and pedestrian traffic, increase commerce and customer activity, attract and retain new business and patrons, as well as increase commercial rents and commercial occupancies for the assessed parcels commercial and industrial parcels within the District boundaries. In the case of assessed Government owned parcels and facilities, District funded “safe” programs and are designed to provide safer entrances and perimeters of Government owned parcels and facilities for their employees, students, visitors, vendors and users of these public facilities. Further, in the case of assessed commercially- or industrially-zoned residential uses, District funded “safe” programs are designed to improve the security of each residential type parcel for tenants, visitors and landlords, which, in turn, is intended to increase residential occupancies and return on investment. Each assessed parcel will proportionally specially benefit from the security programs and services.

<i>2) Administration, Management &amp; City Fees</i>	<i>\$374,224</i>	<i>20%</i>
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*Administration & Management* includes activities such as: personnel, operations, professional services (e.g. legal, accounting, insurance), production of the Annual Planning Report and Budget and quarterly reports, facilitation of meetings of the Owners’ Association, Brown Act compliance, outreach to District property and business owners, and participation in professional peer/best practice forums such as the LA BID Consortium, the California Downtown Association or the International Downtown Association. It also covers the costs associated with District formation, as well as City and/or County fees associated with their oversight of the District and the Owners’ Association’s compliance with the terms of its contract with the City, and the implementation of the Management District Plan and the Engineer’s Report.

This component is key to the proper expenditure of District assessment funds and the administration of District programs and activities that are intended to promote business within the District boundaries through increased commerce and the attraction and retention of new business. The District Program Management program exists only for the purposes of the

District and will only be provided for matters pertaining to each individual assessed parcel within the District boundaries. All parcels and land use types within the District will specially benefit from this key program element which supports each of the special benefits conferred by each of the program elements described above.

*3) District Identity & Special Projects*

*\$130,978*

*7%*

*District Identity & Special Projects* includes activities such as: production of a quarterly (minimum frequency) newsletter that shall be distributed to all property owners in the District, efforts to cultivate and recognize the satisfaction, retention and attraction of businesses, employees and customers/visitors, advertising, response to media inquiries, cultivation of media exposure, and promotion of the District as a great place to live, work or visit through a website and/or social media. To the extent that funds are available, it could also include holiday lighting, street banners, wayfinding activities, art installation or development of special events (e.g. festival) or other community identity and branding efforts that promote the District, its residents, businesses, services and amenities.

This component, district identity & special projects, is designed to specially benefit and improve the marketability of the array of goods and services provided by businesses on each identified and assessed parcel within the District. This special benefit program is designed to attract more commercial customers and clients, employees, tenants and investors which may, in turn, increase business volumes, sales transactions, commercial occupancies, commercial rental income and return on investments for each commercial/industrial parcel and business within the District. Some government owned/occupied parcels and facilities will not specially benefit from this program element and thus, shall not be assessed for these programs. Government owned/occupied parcels and facilities (except select parcels which have commercial operations such as paid public parking) will not specially benefit from this program element and thus, shall not be assessed for these programs. This is discussed in more detail on p. 30 of this Plan. District Identity and Special Projects will only be provided for those individually assessed parcels located within the District boundaries.

All identified parcels within the District boundaries shall be assessed to fund special benefit programs, services and improvements as outlined in this Management District Plan as well as the Engineer's Report. Each identified parcel within the District shall pay its proportional share of assessments to fund the special benefits to be conferred on that specific parcel. These benefits are particular and distinct to each and every assessed parcel within the District and are not provided to non-assessed parcels outside of the District. Because these programs, services and improvements will only be provided to each individual assessed parcel within the District boundaries, these programs, services and improvements will constitute "special benefits." The City of Los Angeles does not provide these special benefit programs and services, which are above and beyond the existing services that the City provides and will continue to provide.

District services, programs and improvements will only be provided to these individually assessed parcels inside the District boundaries and none will be provided outside of the District boundaries. These programs and services support improved commerce, increased employment, business attraction and retention, increased property rental income, and an increase in service-oriented businesses such as restaurants and retail, which represent desired amenities within the District, and desirable tenants for the individually assessed parcels within the District. They also improve livability for patrons, visitors, employees and residents within the District by reducing crime, litter and debris, all considered detractors if not contained and properly managed. All services enhance the image and viability of the individually assessed parcels within the District.

**Additional Information:** Service demands may vary year-to-year. The decisions to prioritize one special benefit within a particular budget category over another will be reviewed and decided by the Owners' Association year-by-year. For example, clean services may be the greater priority in year one; safe services may be the greater priority in year two. The goal of a clean and safe District is constant; the type and frequency of specific services necessary to achieve this goal may vary based on special benefit needs. Similarly, actual service hours and deployment schedules may vary during the year in order to best meet the needs of the District. For example, as a new district, intensive cleaning may be the highest initial priority in the first few quarters of operation. Getting the District to a desirable baseline of cleanliness and maintaining that baseline is viewed by the District Steering Committee as an essential foundation for all other District activities.

The Owners' Association Board of Directors will develop and refine a detailed operation deployment schedule; upon establishment of the District and commencement of services, property owners may request copies of the annual planning report, quarterly reports and a current deployment schedule from the Owners' Association to fully understand the current type and schedule of services and improvements in the District.

Market costs for services and improvements may vary from year-to-year; budget categories may vary by up to 10% per category, by line item. Changes will be documented in the Annual Planning Report which is submitted to the City by the District Owners' Association. This allows for some limited flexibility to respond to changing market costs for various services or improvements.

Lastly, resources permitting, the District may pursue any grant funding for which it is eligible in order to augment any or all of these budget categories.

**General Benefits:** The total service and improvement plan budget for 2017 is \$1,871,119. Property assessments shall fund \$1,852,408. The Engineer identified a general benefit factor of 0.86% which has been conservatively rounded up to 1% and which equates to a general benefit

value of \$18,711 in the 2017 (Year 1) budget. A more detailed discussion of general benefit can be found in the Quantitative Benefit Analysis section of the Engineer's Report, beginning on p. 12.

For a table showing the annual budget totals for Year 1 (2017) through Year 5 (2021) and a breakdown of special + general benefit allocations/costs, please see the table on p. 4.

## 4 Assessment Methodology

There are two benefit zones in the District. In Zone 1, all assessable commercial, industrial and government-owned parcels shall be assessed \$0.08 per square foot (SF) of building, \$0.11 per SF of lot, and \$29 per linear foot (LF) of frontage. In Zone 2, all assessable commercial, industrial and government-owned parcels shall be assessed at \$0.08 per square foot (SF) of building, \$0.11 per SF of lot, and \$14.50 per LF of frontage. Zone 1 shall receive twice the frequency of clean & safe services as Zone 2. More detail is provided in the Service & Improvement Plan on pp. 21-24 and in the Work Plan in the Engineer's Report on pp. 19-23. Each individually assessed parcel in the District shall receive special benefits from all services proportional to its assessment. Identified select government owned parcels are deemed to not benefit from district identity and special projects as explained in the Service & Improvement Plan, p. 24 and in the Engineer's Report, p. 30. The Engineer's Report has calculated a general benefit value of 1% (\$18,711 in 2017) which shall be derived from non-assessment revenue sources.

See the Service & Improvement Plan, p. 21 of this Report, and the Quantitative Benefit Analysis section, p. 12 of the Engineer's Report, for a definition of special vs. general benefits, an explanation of the method used to calculate general benefits, and an explanation of the special benefits to be conveyed for each of the various land use categories.

Total Assessment Revenue for the District (2017)

District Totals	Unit	Rate	Total Assessment Revenue (2017)
1,951,171	SF	\$0.08	\$156,094
3,293,946	SF	\$0.11	\$362,334
56,965	LF	\$29/\$14.50	\$1,333,980
			<b>\$1,852,408</b>



**Total Assessment Revenue for Zone 1 (2017)**

<b>Zone 1 Totals</b>	<b>Unit</b>	<b>Rate</b>	<b>Total Assessment Revenue (2017)</b>
896,513	SF	\$0.08	\$71,721
1,616,751	SF	\$0.11	\$177,843
35,034	LF	\$29.00	\$1,015,971
			<b>\$1,265,535</b>

**Total Assessment Revenue for Zone 2 (2017)**

<b>Zone 2 Totals</b>	<b>Unit</b>	<b>Rate</b>	<b>Total Assessment Revenue (2017)</b>
1,054,658	SF	\$0.08	\$84,373
1,677,195	SF	\$0.11	\$184,491
21,932	LF	\$14.50	\$318,008
			<b>\$586,872</b>

**Commercial, Industrial and Government Parcel Assessments:** All assessable commercial, industrial and government parcels shall be assessed on a combination of building and lot and linear frontage. In Zone 1, each assessable commercial, industrial or government parcel shall be assessed at a rate of \$0.08 per square foot of building, and \$0.11 per square foot of lot, and \$29 per linear foot of frontage. In Zone 2, each assessable commercial, industrial or government parcel shall be assessed at a rate of \$0.08 per SF and \$0.11 per square foot of lot, and \$14.50 per linear foot of frontage.

Commercial, industrial or government assessable parcel example:

A property owner has a 2,700 SF commercial, industrial or government building on a 5,000 SF lot with 150 linear feet of frontage, located in Zone 1. The owner's annual assessment would be calculated as follows:

**ZONE 1 EXAMPLE**

2,700 x \$0.08/square foot (bldg)	=	\$ 216.00
5,000 x \$0.11/square foot (lot)	=	\$ 550.00
<u>150 x \$29/linear foot (frontage)</u>	=	<u>\$4,350.00</u>
<b>TOTAL ASSESSMENT</b>	=	<b>\$5,116.00</b>



## ZONE 2 EXAMPLE

A property owner has a 2,700 SF commercial, industrial or government building on a 5,000 SF lot with 150 linear feet of frontage, located in Zone 2. The owner's annual assessment would be calculated as follows:

2,700 x \$0.08/square foot (bldg)	=	\$ 216.00
5,000 x \$0.11/square foot (lot)	=	\$ 550.00
<u>150 x \$14.50/linear foot (frontage)</u>	=	<u>\$2,175.00</u>
TOTAL ASSESSMENT	=	\$2,941.00

**Rationale for Commercial, Industrial and Government Parcel Assessments:** For commercial, industrial, government and mixed-use parcel types, the interactive application of building and land areas and street frontage quantities are a proven method of fairly and equitably spreading special benefit costs to these beneficiaries of District-funded services, programs and improvements. Each of these factors directly relates to the degree of special benefit each assessed parcel will receive from District funded activities.

**Future development:** Other than future maximum rates and the assessment methodology delineated in this Management District Plan (MDP), per State Law (Government Code Section 53750,) future assessments may change for any given parcel if such a change is attributable to events other than an increased rate or revised methodology, such as a change in the density, intensity or nature of use of the land. Any change in assessment formula methodology or rates other than as stipulated in this MDP would require a new Proposition 218 ballot procedure in order to approve any such changes.

If a residentially-zoned parcel within the District boundaries is rezoned to R4, R5, commercial, industrial or open space, the parcel shall be neither assessed or serviced during the term of the District, but will likely be included upon any renewal of the District. Each year, any commercial, industrial, open space, R4, or R5 zoned parcel within the District boundaries that is rezoned to residential (R3 or below) shall be removed from the assessment roll and shall no longer receive the services or special benefits outlined in this Management District Plan.

**Time and manner of collecting assessments:** Each property owner within the District must pay his District assessment. The "property owner" means any person shown as the owner/taxpayer on the last equalized assessment roll or otherwise known to be the owner/taxpayer by the City.

The District assessments shall typically appear as a separate line item on the property tax bills issued by the Los Angeles County Assessor. For any property owner whose special assessment does not appear on the tax rolls in any given year, the Los Angeles City Clerk may prepare a manual billing in lieu of the assessment's inclusion on the Assessor's property tax bills. Any

delinquent assessments owed for a year for which the City billed will be added to the County property tax roll for the following year.

The assessments shall be collected at the same time and in the same manner as the ad valorem property tax that is paid to the County of Los Angeles. These assessments carry the same lien priority and penalties for delinquent payment as the ad valorem property tax.

**Errors:** If a property owner believes there is an error on a parcel's assessed footages, the District may confirm the data with the LA County Assessor's office. The property owner may opt to work with the Assessor's office to correct the data so that the District assessment may be adjusted to the correct rate.

## 5 District Rules

A Business Improvement District (BID) may establish unique rules and regulations that apply to the District. The District has not adopted any specific rules.

**Bond Issuance:** The District shall not issue bonds.

## 6 Implementation Timeline

In accordance with State law, the District will have a five-year life from January 1, 2017 to December 31, 2021. The District is expected to begin services on or shortly after January 1, 2017. If the District is not renewed, services will sunset on December 31, 2021.

## 7 Public Sector Participation

The District will provide the same level of improvements and activities to the City of Los Angeles or any other identified government-owned parcels within the PBID boundary as are provided to non government-owned parcels. All government owned identified parcels will pay their proportional share of costs based on the special benefits conferred to those individual parcels. The special benefit to government assessed parcels from these services is an increase in District customers, and an increased likelihood of attracting and retaining employees that follow from having a cleaner and safer area. Government owned parcels will receive special benefit in the form of increased use of the public facilities, increased attraction and retention of employees,

and safer access to their facilities, which directly relates to fulfilling their public service mission. Article XIII(D) of the California Constitution was added in November of 1996 to provide for these assessments. It specifically states in Section 4(a) that *"Parcels within a district that are owned or used by any agency...shall not be exempt from assessment unless the agency can demonstrate by clear and convincing evidence that those publicly owned parcels in fact receive no special benefit."*

There are 33 identified and assessed Government owned parcels within the District for which District funded special benefit programs, services and improvements will be provided. Of the 33 assessed Government owned parcels, 24 are owned by the City of Los Angeles, 7 by the State of California, 1 by the Los Angeles Unified School District (LAUSD), and 1 by the Metropolitan Transit Authority (LACMTA).

#### City, State and MTA Properties

For Government owned/occupied parcels and facilities within the District (other than as delineated herein for LAUSD property), each of these parcels specially benefit from District funded programs, services and improvements, but differently than commercial/industrial parcels, the special benefits include cleaner and safer facility entrances and perimeters for their employees, students, visitors, vendors and other users of these public locations and facilities. It is the opinion of the Engineer that Government owned and occupied parcels will NOT benefit from commercial oriented district identity and special project related programs and, thus, will not be assessed for them.

Several City and State-owned parcels and one Metro-owned parcel within the District have been identified as parcels that shall not benefit from the District Identity & Special Projects category. These parcels include all of parcels fronting Ocean Front Walk, an access-way to the Venice canals, a dog park, a senior center and a bus maintenance yard that do not benefit from the marketing and promotion of the district. All of the City-owned parcels and State-owned parcels fronting Ocean Front Walk comprise the Venice Boardwalk and the beachfront property to the west of the Boardwalk. These parcels are collectively operated as a free public park, and so do not benefit from the marketing and promotion of the District or increased visitors to the area. Similarly, the pedestrian access-way to the Venice Canals, the dog park and the Senior Center do not benefit from increased visitors. Metro (the LA County regional transportation agency) owns and operates a bus maintenance yard in the District. As regional public transit operates with subsidies and does not make a profit, it also does not benefit from increased patronage due to marketing and promotion of the District. None of these public uses benefit from increased visitor and patron traffic in the way that commercial businesses and certain other public uses in the District (e.g. paid parking lots) do.

This finding is reflected in a modified assessment rate for these parcels that eliminates the budgetary allocation for district identity and special project programs (7%.) These parcels are identified in the table on p. 33. It is further the opinion of the Engineer that Government owned parcels and facilities within the District will specially benefit from “clean and safe” programs and related management, similar to the special benefits conferred on commercial/industrial parcels. These Government owned parcels will be assessed for 100% of the proportionate special benefits conferred upon them. It is noted that the property quantities for these parcels have been adjusted in the District totals in order to apply the equivalent proportionate assessment rates.

For Government owned parcels with commercial activities or uses on them (i.e. paid public parking, vendor space, pay to play recreation facilities, etc.), it is the opinion of the Assessment Engineer that these parcels will specially benefit from District funded programs, services and improvements, including district identity and special project programs and shall be assessed in a similar manner and at the same rates as commercial/industrial parcels in the District. These Government owned parcels will be assessed for 100% of the proportionate special benefits conferred upon them. These parcels are also identified in the table on p. 33.

It is noted that the City-owned parcels along Ocean Front Walk shall receive full clean and safe and management services for all boardwalk frontage, all improvements (restrooms, buildings,) all paved/concrete areas (walkways, etc) and the extensive grassy knoll that abuts Ocean Front Walk. Any sand portion of these parcels shall not be patrolled and serviced nor, in turn, assessed.

#### LAUSD Property

Based on a review of streetscape and security services that the Los Angeles Unified School District (LAUSD) provides for the 1 parcel (elementary school) that they own and occupy within Zone 2 of the District, coupled with the finding that government owned and occupied parcels do not benefit from district identity and special project programs, it is the opinion of the Engineer that assessment formula rates for this parcel shall be as follows: 1) The building area rate shall be set at \$0.032 per square foot, the street frontage rate shall be set at \$5.80 per linear foot and the land area rate shall be set at \$0.0275 per square foot. These assessment rates fund supplemental District streetscape and security services that coincide with the levels of perimeter streetscape and security services already provided by LAUSD for the 1 parcel that they own within the District. The special benefits include cleaner and safer facility entrances and perimeters for their employees, students, visitors, vendors and other users of this public facility. Although the LAUSD parcel requires a different frequency of services than other individually assessed parcels in the district, the LAUSD parcel will pay for 100% of the proportionate special benefits conferred upon it. It is noted that the property quantities for

this parcel have been adjusted in the District totals in order to apply the equivalent proportionate assessment rates.

Each identified and assessable Government owned parcel within the District will proportionately specially benefit as delineated herein from the District funded supplemental clean and safe and management programs, services and improvements. For identified assessable Government owned parcels and facilities, each of these parcels specially benefit from District funded programs and services from cleaner and safer facility entrances and perimeters for their employees, students, visitors, vendors and other users of these public locations and facilities. These services are designed to improve the safety and cleanliness for visitors, their employees and users of public facilities on Government owned parcels within the District by reducing crime, litter and debris, all considered detractions to employment, visitation and use of public facilities if not contained and properly managed.

There is no compelling evidence that these identified and assessed Government owned parcels would not proportionately specially benefit from District funded programs, services and improvements and, thus, will be assessed as delineated herein. All identified and assessed Government owned parcels within the District are shown in the table below.

See pp. 24-27 of the Engineer's Report for additional detail on government owned parcels.

## Government Owned Parcels within District Boundaries

Zone	APN	Parcel Address	Property Owner	Use	Assessed for DI/SP?*	% of lot assessed?***	Parcel Assessment	% Ownership
Zone 1	4288029900	NONE	CITY OF LOS ANGELES	PUBLIC PARK / BEACH	NO	0%	\$1,074.75	0.06%
Zone 1	4226001900	26 W MARKET ST	L A CITY	PUBLIC PARK / BEACH	NO	67%	\$51,978.98	2.81%
Zone 1	4226001901	NONE	L A CITY	PUBLIC PARK / BEACH	NO	20%	\$30,484.93	1.65%
Zone 1	4226002900	2300 OCEAN FRONT WALK	L A CITY	PUBLIC PARK / BEACH	NO	25%	\$71,432.90	3.86%
Zone 1	4238014900	1608-1610 S PACIFIC AVE	L A CITY	VACANT/COMMERCIAL	YES	100%	\$7,440.29	0.40%
Zone 1	4238024900	2102 S PACIFIC AVE	L A CITY	PUBLIC PARKING	YES	100%	\$16,166.65	0.87%
Zone 1	4238024902	128 E VENICE BLVD	L A CITY	PUBLIC PARKING	YES	100%	\$8,215.66	0.44%
Zone 1	4238024903	206 N VENICE BLVD	L A CITY	PUBLIC PARKING	YES	100%	\$2,943.42	0.16%
Zone 1	4238024905	216 E VENICE BLVD	L A CITY	PUBLIC PARKING	YES	100%	\$2,629.74	0.14%
Zone 1	4238024906	302 E VENICE BLVD	L A CITY	PUBLIC PARKING	YES	100%	\$1,314.87	0.07%
Zone 1	4238024907	319 E SOUTH VENICE BLVD	L A CITY	PUBLIC PARKING	YES	100%	\$24,976.40	1.35%
Zone 1	4238024908	2106 S CANAL ST	L A CITY	PUBLIC PARKING	YES	100%	\$4,069.87	0.22%
Zone 1	4238024909	NONE	L A CITY	PUBLIC PARKING	YES	100%	\$703.20	0.04%
Zone 1	4238024910	210 N VENICE BLVD	L A CITY	PUBLIC PARKING	YES	100%	\$1,314.87	0.07%
Zone 1	4238024911	125 S VENICE BLVD	L A CITY	CANAL ACCESSWAY	NO	100%	\$4,456.56	0.24%
Zone 1	4238025901	NONE	L A CITY	PUBLIC PARKING	YES	100%	\$4,073.60	0.22%
Zone 1	4238025902	NONE	L A CITY	PUBLIC PARKING	YES	100%	\$22,171.43	1.20%
Zone 1	4238025903	NONE	L A CITY	PUBLIC PARKING	YES	100%	\$6,582.00	0.36%
Zone 1	4286027902	NONE	L A CITY	PUBLIC PARK / BEACH	NO	20%	\$17,050.35	0.92%
Zone 1	4286028902	NONE	L A CITY	PUBLIC PARK / BEACH	NO	5%	\$13,038.98	0.70%
Zone 1	4286029902	NONE	L A CITY	PUBLIC PARK / BEACH	NO	10%	\$17,922.96	0.97%
Zone 1	4286030903	NONE	L A CITY	PUBLIC PARK / BEACH	NO	60%	\$26,849.63	1.45%
Zone 2	4238018900	NONE	L A CITY	PUBLIC PARKING, LIBRARY	NO	100%	\$62,098.43	3.35%
Zone 2	4238002900	1234 S PACIFIC AVE	L A CITY	DOG PARK / SENIOR CTR	NO	100%	\$27,614.22	1.49%
			<b>L A CITY TOTAL</b>				<b>\$426,604.68</b>	<b>23.04%</b>
Zone 2	4238002902	1010 ABBOT KINNEY BLVD	L A UNIFIED SCHOOL DIST	WESTMINSTER ELEMENTARY	n/a	n/a	\$24,020.88	1.30%
			<b>L A UNIFIED SCHOOL DIST TOTAL</b>				<b>\$24,020.88</b>	<b>1.30%</b>
Zone 2	4286015900	100 SUNSET AVE	LACMTA	BUS MAINTENANCE & STORAGE YARD	NO	100%	\$35,933.09	1.94%
			<b>LACMTA TOTAL</b>				<b>\$35,933.09</b>	<b>1.94%</b>
Zone 1	4226001902	NONE	STATE OF CALIF	PUBLIC PARK / BEACH	NO	100%	\$10,409.51	0.56%
Zone 1	4226001903	1502-1522 S OCEAN FRONT WALK	STATE OF CALIF	PUBLIC PARK / BEACH	NO	100%	\$20,722.86	1.12%
Zone 1	4288029909	120 OCEAN FRONT WALK	STATE OF CALIF	PUBLIC PARK / BEACH	NO	0%	\$5,091.40	0.27%
Zone 1	4288029910	NONE	STATE OF CALIF	PUBLIC PARK / BEACH	NO	0%	\$750.58	0.04%
Zone 1	4288029916	NONE	STATE OF CALIF	PUBLIC PARK / BEACH	NO	0%	\$0.00	0.00%
Zone 1	4288029906	NONE	STATE OF CALIF	PUBLIC PARK / BEACH	NO	0%	\$0.00	0.00%
Zone 1	4288029914	NONE	STATE OF CALIF	PUBLIC PARK / BEACH	NO	0%	\$333.89	0.02%
			<b>STATE OF CALIF TOTAL</b>				<b>\$37,308.23</b>	<b>2.01%</b>
			<b>ALL PUBLICLY OWNED PARCELS</b>				<b>\$523,866.88</b>	<b>28.29%</b>

## 8 Parcel Roll

The following table shows the assessment roll for 2017.

Zone	AIN	SA House Number	SA Direction	SA Street Name	SA Unit	Assessment	%
Zone 1	4226001900	26	W	MARKET ST		\$51,978.98	2.81%
Zone 1	4226001901	NONE		NONE		\$30,484.93	1.65%
Zone 1	4226001902	NONE		NONE		\$10,409.51	0.56%
Zone 1	4226001903	1502-1522	S	OCEAN FRONT WALK		\$20,722.86	1.12%
Zone 1	4226002900	2300		OCEAN FRONT WALK		\$71,432.90	3.86%
Zone 1	4226003001	2		BREEZE AVE		\$7,226.64	0.39%
Zone 1	4226003004	1011		OCEAN FRONT WALK		\$9,578.61	0.52%
Zone 1	4226003037	1007		OCEAN FRONT WALK		\$5,612.75	0.30%
Zone 1	4226004001	1101		OCEAN FRONT WALK		\$22,495.68	1.21%
Zone 1	4226005001	1201		OCEAN FRONT WALK		\$8,927.97	0.48%
Zone 1	4226005004	1217		OCEAN FRONT WALK		\$7,538.96	0.41%
Zone 1	4226005023	1211		OCEAN FRONT WALK		\$5,617.07	0.30%
Zone 1	4226006001	1301		OCEAN FRONT WALK		\$6,338.32	0.34%
Zone 1	4226006002	1305		OCEAN FRONT WALK		\$3,614.93	0.20%
Zone 1	4226006003	1307		OCEAN FRONT WALK		\$2,980.13	0.16%
Zone 1	4226006004	1313		OCEAN FRONT WALK		\$9,154.85	0.49%
Zone 1	4226007001	1401		OCEAN FRONT WALK		\$8,860.13	0.48%
Zone 1	4226007002	1415		OCEAN FRONT WALK		\$11,412.02	0.62%
Zone 1	4226007006	41		MARKET ST		\$2,181.08	0.12%
Zone 1	4226007007	45		MARKET ST		\$2,200.28	0.12%
Zone 1	4226007008	51		MARKET ST		\$2,290.76	0.12%
Zone 1	4226007009	57		MARKET ST		\$2,212.28	0.12%
Zone 1	4226007010	69		MARKET ST		\$4,436.56	0.24%
Zone 1	4226007011	73		MARKET ST		\$8,661.59	0.47%
Zone 1	4226007023	21		MARKET ST		\$9,285.02	0.50%

Zone 1	4226008001	1501		OCEAN FRONT WALK		\$5,432.88	0.29%
Zone 1	4226008002	1505		OCEAN FRONT WALK		\$2,069.80	0.11%
Zone 1	4226008003	14		MARKET ST		\$2,144.55	0.12%
Zone 1	4226008004	34		MARKET ST		\$2,036.80	0.11%
Zone 1	4226008005	38		MARKET ST		\$4,505.60	0.24%
Zone 1	4226008006	52		MARKET ST		\$2,245.44	0.12%
Zone 1	4226008007	60		MARKET ST		\$2,280.75	0.12%
Zone 1	4226008008	64		MARKET ST		\$2,353.78	0.13%
Zone 1	4226008009	72		MARKET ST		\$2,303.73	0.12%
Zone 1	4226008010	76		MARKET ST		\$2,252.64	0.12%
Zone 1	4226008011	1501		PACIFIC AVE		\$5,681.01	0.31%
Zone 1	4226008012	1509	S	OCEAN FRONT WALK		\$2,415.00	0.13%
Zone 1	4226008013	1513	S	OCEAN FRONT WALK		\$9,110.00	0.49%
Zone 1	4226008014	23		WINDWARD AVE		\$7,111.23	0.38%
Zone 1	4226008015	29		WINDWARD AVE		\$3,405.99	0.18%
Zone 1	4226008016	43	E	WINDWARD AVE		\$1,706.37	0.09%
Zone 1	4226008017	47	E	WINDWARD AVE		\$1,709.19	0.09%
Zone 1	4226008018	51		WINDWARD AVE		\$1,711.21	0.09%
Zone 1	4226008021	75		WINDWARD AVE		\$8,378.80	0.45%
Zone 1	4226008022	NONE		NONE		\$345.00	0.02%
Zone 1	4226008023	20	E	MARKET ST		\$4,647.00	0.25%
Zone 1	4226008024	57-67		WINDWARD AVE		\$7,825.45	0.42%
Zone 1	4226009001	NONE		NONE		\$14,963.79	0.81%
Zone 1	4226009012	66		WINDWARD AVE		\$2,042.48	0.11%
Zone 1	4226009013	64		WINDWARD AVE		\$1,848.28	0.10%
Zone 1	4226009014	52		WINDWARD AVE		\$3,995.98	0.22%
Zone 1	4226009015	40		WINDWARD AVE		\$3,475.17	0.19%
Zone 1	4226009016	36	E	WINDWARD AVE		\$1,673.29	0.09%
Zone 1	4226009017	32	E	WINDWARD AVE		\$1,673.09	0.09%



Zone 1	4226009018	20		WINDWARD AVE		\$5,784.84	0.31%
Zone 1	4226009019	NONE		NONE		\$5,540.29	0.30%
Zone 1	4226009020	1697		PACIFIC AVE		\$29,892.88	1.61%
Zone 1	4226009021	70		WINDWARD AVE		\$1,939.36	0.10%
Zone 1	4226009022	80		WINDWARD AVE		\$5,527.19	0.30%
Zone 1	4226010001	1701		OCEAN FRONT WALK		\$8,451.84	0.46%
Zone 1	4226010011	31		18TH AVE		\$1,896.43	0.10%
Zone 1	4226010012	1715		PACIFIC AVE		\$2,284.75	0.12%
Zone 1	4226010013	NONE		NONE		\$2,030.40	0.11%
Zone 1	4226010014	1715		PACIFIC AVE		\$6,075.07	0.33%
Zone 1	4226010019	32		17TH AVE		\$2,139.60	0.12%
Zone 1	4226010020	32	E	17th AVE		\$2,017.20	0.11%
Zone 1	4226010021	1711	S	PACIFIC AVE		\$6,033.13	0.33%
Zone 1	4226010022	1713		OCEAN FRONT WALK		\$3,980.96	0.21%
Zone 1	4226010023	1733		OCEAN FRONT WALK		\$6,680.56	0.36%
Zone 1	4226011032	1801		OCEAN FRONT WALK		\$7,638.20	0.41%
Zone 1	4226011033	1815		OCEAN FRONT WALK		\$8,734.56	0.47%
Zone 1	4226011034	1809		OCEAN FRONT WALK		\$3,460.12	0.19%
Zone 1	4226013006	2017		OCEAN FRONT WALK		\$6,248.90	0.34%
Zone 1	4226013007	17	N	VENICE BLVD		\$4,728.58	0.26%
Zone 1	4226013008	31	N	VENICE BLVD		\$2,159.26	0.12%
Zone 1	4226013009	33	N	VENICE BLVD		\$2,152.70	0.12%
Zone 1	4226013010	35	N	VENICE BLVD		\$2,244.78	0.12%
Zone 1	4226013011	39	N	VENICE BLVD		\$2,209.90	0.12%
Zone 1	4226013012	49	E	VENICE BLVD		\$2,209.90	0.12%
Zone 1	4226013013	55	N	VENICE BLVD		\$2,903.02	0.16%
Zone 1	4226013016	2015		PACIFIC AVE		\$7,532.00	0.41%
Zone 1	4226013030	67	N	VENICE BLVD		\$4,421.40	0.24%
Zone 1	4226014018	64	N	VENICE BLVD		\$2,088.86	0.11%

Zone 1	4226014019	60	N	VENICE BLVD		\$2,157.90	0.12%
Zone 1	4226014024	32	N	VENICE BLVD		\$2,222.54	0.12%
Zone 1	4226014030	18	N	VENICE BLVD	NO A	\$1,725.27	0.09%
Zone 1	4226014031	18	N	VENICE BLVD	NO B	\$1,723.59	0.09%
Zone 1	4226014032	18	N	VENICE BLVD	NO C	\$1,725.27	0.09%
Zone 1	4226014033	18	N	VENICE BLVD	NO D	\$1,723.59	0.09%
Zone 1	4226014034	NONE		NONE		\$10,363.84	0.56%
Zone 2	4238002900	1234	S	PACIFIC AVE		\$27,614.22	1.49%
Zone 2	4238002902	1010		ABBOT KINNEY BLVD		\$24,020.88	1.30%
Zone 1	4238010001	200		WESTMINSTER AVE		\$12,837.30	0.69%
Zone 1	4238010009	233		SAN JUAN AVE		\$2,193.92	0.12%
Zone 1	4238010010	235		SAN JUAN AVE		\$2,193.92	0.12%
Zone 1	4238010011	237		SAN JUAN AVE		\$2,207.52	0.12%
Zone 1	4238010012	238		WESTMINSTER AVE		\$2,428.82	0.13%
Zone 1	4238010013	246		WESTMINSTER AVE		\$5,856.66	0.32%
Zone 1	4238010014	1340		MAIN ST		\$5,957.02	0.32%
Zone 1	4238010015	205		HORIZON AVE		\$2,268.29	0.12%
Zone 1	4238010016	207		HORIZON AVE		\$2,150.52	0.12%
Zone 1	4238011004	1312		PACIFIC AVE		\$4,346.24	0.23%
Zone 1	4238011005	1320		PACIFIC AVE		\$6,621.52	0.36%
Zone 1	4238011006	1400		PACIFIC AVE		\$4,420.00	0.24%
Zone 1	4238011007	1406		PACIFIC AVE		\$2,172.00	0.12%
Zone 1	4238011008	1410		PACIFIC AVE		\$2,194.40	0.12%
Zone 1	4238011011	1426		PACIFIC AVE		\$6,656.00	0.36%
Zone 1	4238011012	123		MARKET ST		\$4,273.52	0.23%
Zone 1	4238011013	1419	S	INNES PL		\$2,004.00	0.11%
Zone 1	4238011014	1415		INNES PL		\$2,342.24	0.13%
Zone 1	4238011015	1411		INNES PL		\$3,662.56	0.20%
Zone 1	4238011016	1403		INNES PL		\$2,984.00	0.16%

Zone 1	4238011017	1401		INNES PL	UNIT A	\$4,450.72	0.24%
Zone 1	4238011021	1313		INNES PL		\$2,297.76	0.12%
Zone 1	4238011022	1307		INNES PL		\$2,199.84	0.12%
Zone 1	4238011023	1305	S	INNES PL		\$2,004.00	0.11%
Zone 1	4238011024	120		WESTMINSTER AVE		\$5,365.76	0.29%
Zone 1	4238011026	1312		INNES PL		\$2,230.16	0.12%
Zone 1	4238011027	1314		INNES PL		\$2,159.60	0.12%
Zone 1	4238011028	1320		INNES PL		\$2,156.64	0.12%
Zone 1	4238011029	1322		INNES PL		\$2,182.24	0.12%
Zone 1	4238011030	1313		INNES PL		\$4,516.00	0.24%
Zone 1	4238011031	1406		MAIN ST		\$6,437.20	0.35%
Zone 1	4238011033	1420		PACIFIC AVE		\$4,336.00	0.23%
Zone 1	4238011034	1303		MAIN ST		\$5,543.99	0.30%
Zone 1	4238011035	1305		MAIN ST		\$4,097.60	0.22%
Zone 1	4238011036	1317	S	INNES PL		\$9,022.88	0.49%
Zone 1	4238011038	1411	S	MAIN ST	1	\$1,442.67	0.08%
Zone 1	4238011039	1411	S	MAIN ST	2	\$1,442.67	0.08%
Zone 1	4238011040	1411	S	MAIN ST	3	\$1,439.95	0.08%
Zone 1	4238011041	1411	S	MAIN ST	4	\$1,439.95	0.08%
Zone 1	4238011042	1411	S	MAIN ST	5	\$1,434.99	0.08%
Zone 1	4238011043	1411	S	MAIN ST	6	\$1,434.99	0.08%
Zone 1	4238012001	202		HORIZON AVE		\$3,739.59	0.20%
Zone 1	4238012002	208		HORIZON AVE		\$3,500.58	0.19%
Zone 1	4238012003	1410		MAIN ST		\$2,067.79	0.11%
Zone 1	4238012004	1414		MAIN ST		\$2,150.09	0.12%
Zone 1	4238012005	1422		MAIN ST		\$2,149.48	0.12%
Zone 1	4238012006	1426		MAIN ST		\$7,918.87	0.43%
Zone 1	4238013001	1500		MAIN ST		\$7,882.62	0.43%
Zone 1	4238013002	1504		MAIN ST		\$2,074.26	0.11%

Zone 1	4238013003	209		WINDWARD AVE		\$2,463.69	0.13%
Zone 1	4238013004	211		WINDWARD AVE		\$2,535.64	0.14%
Zone 1	4238013005	213		WINDWARD AVE		\$2,509.65	0.14%
Zone 1	4238013006	215		WINDWARD AVE		\$2,728.00	0.15%
Zone 1	4238014003	1510		PACIFIC AVE		\$1,395.28	0.08%
Zone 1	4238014004	1512		PACIFIC AVE		\$4,707.38	0.25%
Zone 1	4238014005	105		WINDWARD AVE		\$4,732.75	0.26%
Zone 1	4238014006	121		WINDWARD AVE		\$14,646.22	0.79%
Zone 1	4238014007	185		WINDWARD AVE		\$13,692.56	0.74%
Zone 1	4238014009	1602		PACIFIC AVE		\$2,576.88	0.14%
Zone 1	4238014016	1500		PACIFIC AVE		\$8,962.48	0.48%
Zone 1	4238014017	1601	S	MAIN ST		\$21,584.96	1.17%
Zone 1	4238014900	1610, 1608	S	PACIFIC AVE		\$7,440.29	0.40%
Zone 2	4238018900	NONE		NONE		\$62,098.43	3.35%
Zone 1	4238021001	200		GRAND BLVD		\$7,637.40	0.41%
Zone 1	4238021025	205		VENICE WAY		\$1,682.79	0.09%
Zone 1	4238021026	1716		MAIN ST		\$6,359.92	0.34%
Zone 1	4238022001	2022		PACIFIC AVE		\$6,766.46	0.37%
Zone 1	4238024900	2102	S	PACIFIC AVE		\$16,166.65	0.87%
Zone 1	4238024902	128	E	VENICE BLVD		\$8,215.66	0.44%
Zone 1	4238024903	206	N	VENICE BLVD		\$2,943.42	0.16%
Zone 1	4238024905	216	E	VENICE BLVD		\$2,629.74	0.14%
Zone 1	4238024906	302	E	VENICE BLVD		\$1,314.87	0.07%
Zone 1	4238024907	319, (319 E VENICE BLVD)	E	SOUTH VENICE BLVD		\$24,976.40	1.35%
Zone 1	4238024908	2106, (200 E VENICE BLVD)	S	CANAL ST		\$4,069.87	0.22%
Zone 1	4238024909	NONE		NONE		\$703.20	0.04%
Zone 1	4238024910	210	N	VENICE BLVD		\$1,314.87	0.07%
Zone 1	4238024911	125	S	VENICE BLVD		\$4,456.56	0.24%
Zone 1	4238025901	NONE		NONE		\$4,073.60	0.22%

Zone 1	4238025902	NONE		NONE		\$22,171.43	1.20%
Zone 1	4238025903	NONE		NONE		\$6,582.00	0.36%
Zone 2	4286003001	202		MAIN ST		\$2,977.65	0.16%
Zone 2	4286003003	241		HAMPTON DR		\$1,239.14	0.07%
Zone 2	4286003004	251		HAMPTON DR		\$1,239.14	0.07%
Zone 2	4286003007	213		ROSE AVE		\$4,288.08	0.23%
Zone 2	4286003008	217		ROSE AVE		\$2,513.82	0.14%
Zone 2	4286003009	219		ROSE AVE		\$4,755.94	0.26%
Zone 2	4286003010	259		HAMPTON DR		\$1,588.03	0.09%
Zone 2	4286003011	257		HAMPTON DR	APT 0007	\$2,819.72	0.15%
Zone 2	4286003013	251		HAMPTON DR		\$1,296.74	0.07%
Zone 2	4286003014	241		HAMPTON DR		\$1,239.14	0.07%
Zone 2	4286003015	228		MAIN ST		\$6,452.56	0.35%
Zone 2	4286003016	224		MAIN ST		\$3,226.28	0.17%
Zone 2	4286003019	206		MAIN ST		\$6,496.00	0.35%
Zone 2	4286003020	248		MAIN ST		\$5,812.08	0.31%
Zone 2	4286003021	212		MAIN ST		\$6,165.04	0.33%
Zone 2	4286004002	220		ROSE ST		\$9,550.73	0.52%
Zone 2	4286004004	212, (300 S MAIN ST)	E	ROSE ST		\$4,065.01	0.22%
Zone 2	4286004006	354		MAIN ST		\$19,525.52	1.05%
Zone 2	4286004007	321		HAMPTON DR		\$7,662.16	0.41%
Zone 2	4286004009	340	S	MAIN ST		\$15,714.40	0.85%
Zone 2	4286005010	300		ROSE AVE		\$37,043.79	2.00%
Zone 2	4286005011	350		HAMPTON DR		\$17,310.64	0.93%
Zone 2	4286006013	363		4TH AVE		\$3,583.00	0.19%
Zone 2	4286006015	364		3RD AVE		\$3,852.25	0.21%
Zone 2	4286006016	360		3RD AVE		\$1,588.80	0.09%
Zone 2	4286006017	354		3RD AVE		\$2,171.60	0.12%
Zone 2	4286006018	346		3RD AVE		\$3,596.00	0.19%

Zone 2	4286006034	370	E	ROSE ST		\$45,421.34	2.45%
Zone 2	4286006035	345		4TH AVE		\$6,672.02	0.36%
Zone 2	4286006037	351		SUNSET AVE	1	\$707.19	0.04%
Zone 2	4286006038	351		SUNSET AVE	2	\$705.59	0.04%
Zone 2	4286006039	351		SUNSET AVE	3	\$705.59	0.04%
Zone 2	4286006040	351		SUNSET AVE	4	\$705.59	0.04%
Zone 2	4286006041	351		SUNSET AVE	5	\$705.59	0.04%
Zone 2	4286006042	351		SUNSET AVE	6	\$707.19	0.04%
Zone 2	4286007001	602		HAMPTON DR		\$4,407.68	0.24%
Zone 2	4286007005	618		HAMPTON DR		\$3,646.13	0.20%
Zone 2	4286007015	351		VERNON AVE		\$6,760.00	0.36%
Zone 2	4286007018	344		SUNSET AVENUE		\$2,398.00	0.13%
Zone 2	4286007019	342		SUNSET AVENUE		\$2,385.20	0.13%
Zone 2	4286007020	340		SUNSET AVENUE		\$2,374.46	0.13%
Zone 2	4286007021	334		SUNSET AVENUE		\$2,253.86	0.12%
Zone 2	4286007022	320		SUNSET AVENUE		\$5,020.00	0.27%
Zone 2	4286007023	318		SUNSET AVENUE		\$2,110.00	0.11%
Zone 2	4286007024	314		SUNSET AVENUE		\$4,026.40	0.22%
Zone 2	4286007025	350		SUNSET AVE		\$6,760.00	0.36%
Zone 2	4286007026	608		HAMPTON DR		\$2,404.02	0.13%
Zone 2	4286007029	616		HAMPTON DR		\$4,713.07	0.25%
Zone 2	4286008001	702		HAMPTON DR		\$3,147.99	0.17%
Zone 2	4286008002	704		HAMPTON DR		\$1,156.81	0.06%
Zone 2	4286008003	706		HAMPTON DR		\$1,151.31	0.06%
Zone 2	4286008004	708		HAMPTON DR		\$1,140.42	0.06%
Zone 2	4286008005	710		HAMPTON DR		\$1,134.92	0.06%
Zone 2	4286008006	712		HAMPTON DR		\$1,126.67	0.06%
Zone 2	4286008007	714		HAMPTON DR		\$1,050.13	0.06%
Zone 2	4286008008	716		HAMPTON DR		\$1,222.28	0.07%

Zone 2	4286008009	718		HAMPTON DR		\$1,250.17	0.07%
Zone 2	4286008010	720		HAMPTON DR		\$2,640.23	0.14%
Zone 2	4286009001	603		HAMPTON DR		\$2,747.98	0.15%
Zone 2	4286009009	703		HAMPTON DR		\$1,616.58	0.09%
Zone 2	4286009012	719		HAMPTON DR		\$1,258.00	0.07%
Zone 2	4286009018	805		HAMPTON DR		\$4,011.08	0.22%
Zone 2	4286009022	220		SUNSET AVE		\$2,006.87	0.11%
Zone 2	4286009026	202, 204	E	SUNSET AVE		\$4,772.05	0.26%
Zone 2	4286009031	NONE		NONE		\$44.00	0.00%
Zone 2	4286009035	707		HAMPTON DR		\$2,957.60	0.16%
Zone 2	4286009038	615		HAMPTON DR	A101	\$291.35	0.02%
Zone 2	4286009039	615		HAMPTON DR	A102	\$291.35	0.02%
Zone 2	4286009040	615		HAMPTON DR	A103	\$258.23	0.01%
Zone 2	4286009041	615		HAMPTON DR	A104	\$258.23	0.01%
Zone 2	4286009042	615		HAMPTON DR	A105	\$258.23	0.01%
Zone 2	4286009043	615		HAMPTON DR	A106	\$258.23	0.01%
Zone 2	4286009044	615		HAMPTON DR	A107	\$258.23	0.01%
Zone 2	4286009045	615		HAMPTON DR	A108	\$258.23	0.01%
Zone 2	4286009046	615		HAMPTON DR	A109	\$291.35	0.02%
Zone 2	4286009047	615		HAMPTON DR	A110	\$291.35	0.02%
Zone 2	4286009048	615		HAMPTON DR	A111	\$291.35	0.02%
Zone 2	4286009049	615		HAMPTON DR	A201	\$304.07	0.02%
Zone 2	4286009050	615		HAMPTON DR	A202	\$291.35	0.02%
Zone 2	4286009051	615		HAMPTON DR	A203	\$291.35	0.02%
Zone 2	4286009052	615		HAMPTON DR	A204	\$304.07	0.02%
Zone 2	4286009053	615		HAMPTON DR	A301	\$283.91	0.02%
Zone 2	4286009054	615		HAMPTON DR	A302	\$283.91	0.02%
Zone 2	4286009055	615		HAMPTON DR	A303	\$251.59	0.01%
Zone 2	4286009056	615		HAMPTON DR	A304	\$250.95	0.01%

Zone 2	4286009057	615		HAMPTON DR	A305	\$251.59	0.01%
Zone 2	4286009058	615		HAMPTON DR	A306	\$251.59	0.01%
Zone 2	4286009059	615		HAMPTON DR	A307	\$250.95	0.01%
Zone 2	4286009060	615		HAMPTON DR	A308	\$251.59	0.01%
Zone 2	4286009061	615		HAMPTON DR	A309	\$283.91	0.02%
Zone 2	4286009062	615		HAMPTON DR	A310	\$283.91	0.02%
Zone 2	4286009063	615		HAMPTON DR	A311	\$283.91	0.02%
Zone 2	4286009067	721		HAMPTON DR		\$3,724.81	0.20%
Zone 2	4286009070	615		HAMPTON DR	B101	\$361.59	0.02%
Zone 2	4286009071	615		HAMPTON DR	B102	\$368.15	0.02%
Zone 2	4286009072	615		HAMPTON DR	B103	\$361.59	0.02%
Zone 2	4286009073	615		HAMPTON DR	B104	\$328.47	0.02%
Zone 2	4286009074	615		HAMPTON DR	B105	\$328.47	0.02%
Zone 2	4286009075	615		HAMPTON DR	B201	\$360.55	0.02%
Zone 2	4286009077	615		HAMPTON DR	B301	\$354.15	0.02%
Zone 2	4286009078	615		HAMPTON DR	B302	\$354.15	0.02%
Zone 2	4286009079	615		HAMPTON DR	B303	\$354.15	0.02%
Zone 2	4286009080	615		HAMPTON DR	B304	\$321.83	0.02%
Zone 2	4286009081	615		HAMPTON DR	B305	\$321.19	0.02%
Zone 2	4286009083	615		HAMPTON DR	C101	\$361.75	0.02%
Zone 2	4286009084	615		HAMPTON DR	C102	\$361.75	0.02%
Zone 2	4286009085	615		HAMPTON DR	C103	\$361.75	0.02%
Zone 2	4286009086	615		HAMPTON DR	C104	\$361.75	0.02%
Zone 2	4286009087	615		HAMPTON DR	C301	\$356.71	0.02%
Zone 2	4286009088	615		HAMPTON DR	C302	\$356.71	0.02%
Zone 2	4286009089	615		HAMPTON DR	C303	\$356.71	0.02%
Zone 2	4286009090	615		HAMPTON DR	C304	\$356.71	0.02%
Zone 2	4286009091	NONE		NONE	NONE	\$342.15	0.02%
Zone 2	4286009092	NONE		NONE	NONE	\$342.15	0.02%



Zone 2	4286009093	615		HAMPTON DR	D301	\$347.51	0.02%
Zone 2	4286009094	615		HAMPTON DR	D302	\$347.51	0.02%
Zone 2	4286009095	615		HAMPTON DR	B202	\$480.44	0.03%
Zone 2	4286009100	700		MAIN ST	NO 1	\$432.64	0.02%
Zone 2	4286009101	700		MAIN ST	NO 2	\$410.24	0.02%
Zone 2	4286009102	700		MAIN ST	NO 3	\$437.44	0.02%
Zone 2	4286009103	700		MAIN ST	NO 4	\$419.04	0.02%
Zone 2	4286009104	700		MAIN ST	NO 5	\$459.04	0.02%
Zone 2	4286009105	700		MAIN ST	NO 6	\$457.44	0.02%
Zone 2	4286009106	700		MAIN ST	NO 7	\$454.24	0.02%
Zone 2	4286009107	700		MAIN ST	NO 8	\$452.64	0.02%
Zone 2	4286009108	700		MAIN ST	NO 9	\$447.84	0.02%
Zone 2	4286009109	700		MAIN ST	NO 10	\$444.64	0.02%
Zone 2	4286009110	700		MAIN ST	NO 11	\$437.44	0.02%
Zone 2	4286009111	700		MAIN ST	NO 12	\$436.64	0.02%
Zone 2	4286009112	700		MAIN ST	NO 13	\$432.64	0.02%
Zone 2	4286009113	700		MAIN ST	NO 14	\$438.24	0.02%
Zone 2	4286009114	700		MAIN ST	NO 15	\$459.04	0.02%
Zone 2	4286009115	700		MAIN ST	NO 16	\$392.64	0.02%
Zone 2	4286009116	700		MAIN ST	NO 17	\$368.64	0.02%
Zone 2	4286009117	700		MAIN ST	NO 18	\$446.24	0.02%
Zone 2	4286009118	700		MAIN ST	NO 19	\$427.84	0.02%
Zone 2	4286009119	700		MAIN ST	NO 20	\$423.04	0.02%
Zone 2	4286009120	700		MAIN ST	NO 21	\$422.24	0.02%
Zone 2	4286009121	700		MAIN ST	NO 22	\$412.64	0.02%
Zone 2	4286009122	700		MAIN ST	NO 23	\$411.04	0.02%
Zone 2	4286009123	700		MAIN ST	NO 24	\$407.04	0.02%
Zone 2	4286009124	700		MAIN ST	NO 25	\$486.24	0.03%
Zone 2	4286009125	815	S	HAMPTON ST		\$535.34	0.03%

Zone 2	4286009126	815	S	HAMPTON ST	2	\$496.14	0.03%
Zone 2	4286009127	815	S	HAMPTON ST	3	\$500.62	0.03%
Zone 2	4286009128	815	S	HAMPTON ST	4	\$496.94	0.03%
Zone 2	4286009129	815	S	HAMPTON ST	5	\$496.94	0.03%
Zone 2	4286009130	815	S	HAMPTON ST	6	\$496.94	0.03%
Zone 2	4286009131	815	S	HAMPTON ST	7	\$497.10	0.03%
Zone 2	4286009132	815	S	HAMPTON ST	8	\$483.58	0.03%
Zone 2	4286009133	815	S	HAMPTON ST	9	\$506.78	0.03%
Zone 2	4286009134	815	S	HAMPTON ST	10	\$532.38	0.03%
Zone 2	4286009135	815	S	HAMPTON ST	10	\$379.19	0.02%
Zone 2	4286009136	815	S	HAMPTON ST	10	\$326.07	0.02%
Zone 2	4286010029	818		HAMPTON DR		\$3,173.67	0.17%
Zone 2	4286010036	826		HAMPTON DR		\$4,347.18	0.23%
Zone 2	4286010044	804		HAMPTON DR		\$11,791.22	0.64%
Zone 2	4286012012	808		MAIN ST		\$613.15	0.03%
Zone 2	4286012016	798		MAIN ST		\$1,390.44	0.08%
Zone 2	4286012029	796		MAIN ST		\$638.57	0.03%
Zone 2	4286012034	810		MAIN ST		\$619.79	0.03%
Zone 2	4286012035	812		MAIN ST		\$5,749.15	0.31%
Zone 2	4286012038	NONE		NONE		\$1,623.19	0.09%
Zone 2	4286012039	NONE		NONE		\$4,722.87	0.25%
Zone 2	4286012044	NONE		NONE		\$1,352.80	0.07%
Zone 2	4286012045	NONE		NONE		\$1,112.74	0.06%
Zone 2	4286013031	916		MAIN ST		\$4,219.39	0.23%
Zone 2	4286013034	900		WASHINGTON BLVD		\$4,873.10	0.26%
Zone 2	4286015900	100		SUNSET AVE		\$35,933.09	1.94%
Zone 2	4286017026	255		MAIN ST	NO 101	\$406.89	0.02%
Zone 2	4286017027	255		MAIN ST	NO 102	\$387.29	0.02%
Zone 2	4286017028	255		MAIN ST	NO 103	\$387.29	0.02%

Zone 2	4286017029	255		MAIN ST	NO 104	\$387.29	0.02%
Zone 2	4286017030	255		MAIN ST	NO 105	\$387.29	0.02%
Zone 2	4286017031	255		MAIN ST	NO 106	\$387.29	0.02%
Zone 2	4286017032	255		MAIN ST	NO 107	\$391.85	0.02%
Zone 2	4286017033	245		MAIN ST	NO 108	\$391.85	0.02%
Zone 2	4286017034	245		MAIN ST	NO 109	\$387.29	0.02%
Zone 2	4286017035	245		MAIN ST	NO 110	\$387.29	0.02%
Zone 2	4286017036	245		MAIN ST	NO 111	\$387.29	0.02%
Zone 2	4286017037	245		MAIN ST	NO 112	\$387.29	0.02%
Zone 2	4286017038	245		MAIN ST	NO 113	\$387.29	0.02%
Zone 2	4286017039	245		MAIN ST	NO 114	\$391.85	0.02%
Zone 2	4286017040	235		MAIN ST	NO 115	\$391.85	0.02%
Zone 2	4286017041	235		MAIN ST	NO 116	\$387.29	0.02%
Zone 2	4286017042	235		MAIN ST	NO 117	\$387.29	0.02%
Zone 2	4286017043	235		MAIN ST	NO 118	\$387.29	0.02%
Zone 2	4286017044	235		MAIN ST	NO 119	\$387.29	0.02%
Zone 2	4286017045	235		MAIN ST	NO 120	\$387.29	0.02%
Zone 2	4286017046	235		MAIN ST	NO 121	\$387.29	0.02%
Zone 2	4286017047	245		MAIN ST		\$1,175.21	0.06%
Zone 2	4286017048	255		MAIN ST	NO 201	\$407.69	0.02%
Zone 2	4286017049	255		MAIN ST	NO 202	\$387.29	0.02%
Zone 2	4286017050	255		MAIN ST	NO 203	\$387.29	0.02%
Zone 2	4286017051	255		MAIN ST	NO 204	\$387.29	0.02%
Zone 2	4286017052	255		MAIN ST	NO 205	\$387.29	0.02%
Zone 2	4286017053	255		MAIN ST	NO 206	\$387.29	0.02%
Zone 2	4286017054	255		MAIN ST	NO 207	\$391.85	0.02%
Zone 2	4286017055	245		MAIN ST	NO 208	\$391.85	0.02%
Zone 2	4286017056	245		MAIN ST	NO 209	\$387.29	0.02%
Zone 2	4286017057	245		MAIN ST	NO 210	\$387.29	0.02%

Zone 2	4286017058	245	MAIN ST	NO 211	\$387.29	0.02%
Zone 2	4286017059	245	MAIN ST	NO 212	\$387.29	0.02%
Zone 2	4286017060	245	MAIN ST	NO 213	\$387.29	0.02%
Zone 2	4286017061	245	MAIN ST	NO 214	\$391.85	0.02%
Zone 2	4286017062	235	MAIN ST	NO 215	\$391.85	0.02%
Zone 2	4286017063	235	MAIN ST	NO 216	\$387.29	0.02%
Zone 2	4286017064	235	MAIN ST	NO 217	\$387.29	0.02%
Zone 2	4286017065	235	MAIN ST	NO 218	\$387.29	0.02%
Zone 2	4286017066	235	MAIN ST	NO 219	\$387.29	0.02%
Zone 2	4286017067	235	MAIN ST	NO 220	\$387.29	0.02%
Zone 2	4286017068	235	MAIN ST	NO 221	\$387.29	0.02%
Zone 2	4286017069	235	MAIN ST	NO 222	\$412.65	0.02%
Zone 2	4286017070	235	MAIN ST	NO 223	\$422.01	0.02%
Zone 2	4286017071	235	MAIN ST	NO 224	\$412.65	0.02%
Zone 2	4286017072	255	MAIN ST	NO 301	\$421.85	0.02%
Zone 2	4286017073	255	MAIN ST	NO 302	\$401.53	0.02%
Zone 2	4286017074	255	MAIN ST	NO 303	\$401.53	0.02%
Zone 2	4286017075	255	MAIN ST	NO 304	\$403.53	0.02%
Zone 2	4286017076	255	MAIN ST	NO 305	\$401.53	0.02%
Zone 2	4286017077	255	MAIN ST	NO 306	\$401.53	0.02%
Zone 2	4286017078	255	MAIN ST	NO 307	\$404.17	0.02%
Zone 2	4286017079	235	MAIN ST	NO 308	\$404.17	0.02%
Zone 2	4286017080	235	MAIN ST	NO 309	\$401.53	0.02%
Zone 2	4286017081	245	MAIN ST	NO 310	\$401.53	0.02%
Zone 2	4286017082	245	MAIN ST	NO 311	\$403.53	0.02%
Zone 2	4286017083	245	MAIN ST	NO 312	\$401.53	0.02%
Zone 2	4286017084	245	MAIN ST	NO 313	\$401.53	0.02%
Zone 2	4286017085	245	MAIN ST	NO 314	\$404.17	0.02%
Zone 2	4286017086	235	MAIN ST	NO 315	\$404.17	0.02%

Zone 2	4286017087	235		MAIN ST	NO 316	\$401.53	0.02%
Zone 2	4286017088	235		MAIN ST	NO 317	\$401.53	0.02%
Zone 2	4286017089	235		MAIN ST	NO 318	\$403.53	0.02%
Zone 2	4286017090	235		MAIN ST	NO 319	\$401.53	0.02%
Zone 2	4286017091	235		MAIN ST	NO 320	\$401.53	0.02%
Zone 2	4286017092	235		MAIN ST	NO 321	\$401.53	0.02%
Zone 2	4286017093	245		MAIN ST		\$8,682.29	0.47%
Zone 1	4286027007	811		OCEAN FRONT WALK		\$2,364.41	0.13%
Zone 1	4286027008	815		OCEAN FRONT WALK		\$2,592.93	0.14%
Zone 1	4286027010	8		BROOKS AVE		\$8,972.40	0.48%
Zone 1	4286027013	909		OCEAN FRONT WALK		\$16,028.20	0.87%
Zone 1	4286027014	801		OCEAN FRONT WALK		\$13,857.28	0.75%
Zone 1	4286027015	11		BROOKS AVE	A	\$2,281.61	0.12%
Zone 1	4286027016	11		BROOKS AVE	B	\$2,297.93	0.12%
Zone 1	4286027017	11		BROOKS AVE	C	\$2,293.13	0.12%
Zone 1	4286027018	11		BROOKS AVE	D	\$2,296.65	0.12%
Zone 1	4286027019	819		OCEAN FRONT WALK		\$2,294.57	0.12%
Zone 1	4286027902	NONE		NONE		\$17,050.35	0.92%
Zone 1	4286028001	8, 10	E	SUNSET AVE		\$13,996.27	0.76%
Zone 1	4286028002	615		OCEAN FRONT WALK		\$3,918.96	0.21%
Zone 1	4286028010	715		OCEAN FRONT WALK		\$2,521.80	0.14%
Zone 1	4286028013	719		OCEAN FRONT WALK		\$2,409.66	0.13%
Zone 1	4286028016	717		OCEAN FRONT WALK		\$2,509.14	0.14%
Zone 1	4286028017	723		OCEAN FRONT WALK		\$8,937.43	0.48%
Zone 1	4286028020	11	E	THORTON AVE		\$2,219.33	0.12%
Zone 1	4286028021	9	E	THORTON AVE		\$2,500.13	0.13%
Zone 1	4286028022	619		OCEAN FRONT WALK		\$2,472.13	0.13%
Zone 1	4286028023	7	E	THORTON AVE		\$2,436.13	0.13%
Zone 1	4286028024	621	S	OCEAN FRONT WALK		\$2,516.93	0.14%

Zone 1	4286028025	12	E	THORTON AVE		\$1,930.06	0.10%
Zone 1	4286028026	10	E	THORTON AVE		\$2,379.89	0.13%
Zone 1	4286028027	701	S	OCEAN FRONT WALK	MISSING	\$2,421.49	0.13%
Zone 1	4286028028	701	S	OCEAN FRONT WALK	MISSING	\$2,435.09	0.13%
Zone 1	4286028029	701		OCEAN FRONT WALK		\$2,430.29	0.13%
Zone 1	4286028030	701	S	OCEAN FRONT WALK	MISSING	\$2,374.29	0.13%
Zone 1	4286028031	701	S	OCEAN FRONT WALK	MISSING	\$2,347.09	0.13%
Zone 1	4286028902	NONE		NONE		\$13,038.98	0.70%
Zone 1	4286029012	511		OCEAN FRONT WALK		\$3,499.08	0.19%
Zone 1	4286029013	517		OCEAN FRONT WALK		\$6,375.84	0.34%
Zone 1	4286029017	523		OCEAN FRONT WALK		\$4,657.68	0.25%
Zone 1	4286029902	NONE		NONE		\$17,922.96	0.97%
Zone 1	4286030001	201		OCEAN FRONT WALK		\$5,868.64	0.32%
Zone 1	4286030002	201		OCEAN FRONT WALK		\$6,346.93	0.34%
Zone 1	4286030003	213		OCEAN FRONT WALK		\$2,629.61	0.14%
Zone 1	4286030006	301		OCEAN FRONT WALK		\$6,267.59	0.34%
Zone 1	4286030009	313		OCEAN FRONT WALK		\$2,667.57	0.14%
Zone 1	4286030011	319		OCEAN FRONT WALK		\$2,405.56	0.13%
Zone 1	4286030012	321		OCEAN FRONT WALK		\$8,127.65	0.44%
Zone 1	4286030013	5		ROSE AVE		\$9,813.54	0.53%
Zone 1	4286030017	317		OCEAN FRONT WALK	UNIT C	\$833.26	0.04%
Zone 1	4286030018	317		OCEAN FRONT WALK	UNIT B	\$916.46	0.05%
Zone 1	4286030019	317		OCEAN FRONT WALK	UNIT A	\$940.46	0.05%
Zone 1	4286030022	305		OCEAN FRONT WALK		\$2,788.79	0.15%
Zone 1	4286030023	309		OCEAN FRONT WALK		\$2,671.10	0.14%
Zone 1	4286030903	NONE		NONE		\$26,849.63	1.45%
Zone 1	4288029900	NONE		NONE		\$1,074.75	0.06%
Zone 1	4288029906	NONE		NONE		\$0.00	0.00%
Zone 1	4288029909	120		OCEAN FRONT WALK		\$5,091.40	0.27%

Zone 1	4288029910	NONE		NONE		\$750.58	0.04%
Zone 1	4288029914	NONE		NONE		\$333.89	0.02%
Zone 1	4288029916	NONE		NONE		\$0.00	0.00%
Zone 2	4286009013	719		HAMPTON DR		\$1,302.80	0.07%



Rita Moreno <rita.moreno@lacity.org>

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## 6/29/16 Council Agenda Item 16 (C.F. 16-0749) - Venice Beach Business Improvement District

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Rita Moreno <rita.moreno@lacity.org>

Fri, Jul 1, 2016 at 3:13 PM

To: Mandy Morales <mandy.morales@lacity.org>

Cc: Miranda Paster <miranda.paster@lacity.org>, Tara Devine <tara@devine-strategies.com>, Debbie DynerHarris <debbie.dynerharris@lacity.org>, Alan Alietti <alan.alietti@lacity.org>, Erika Pulst <erika.pulst@lacity.org>, claudia luna <claudia.luna@lacity.org>

Okay, thank you.

On Fri, Jul 1, 2016 at 2:52 PM, Mandy Morales <mandy.morales@lacity.org> wrote:

The ordinance has been signed and returned to Clerk.

Thank you,  
Mandy

On Tue, Jun 28, 2016 at 11:38 AM, Rita Moreno <rita.moreno@lacity.org> wrote:

Please see the message below requesting Councilmember Bonin request this item be sent to the Mayor "FORTHWITH."

Thank you.

----- Forwarded message -----

From: **Miranda Paster** <miranda.paster@lacity.org>

Date: Fri, Jun 24, 2016 at 2:50 PM

Subject: Re: Economic Development Committee

To: Debbie DynerHarris <debbie.dynerharris@lacity.org>

Cc: Tara Devine <tara@devine-strategies.com>, Rita Moreno <rita.moreno@lacity.org>

Hello.

Please ask the Councilmember to request the matter "FORTHWITH" in Ccl on Wednesday after it passes (should it pass with 12 votes).

Thank you.

On Thu, Jun 23, 2016 at 4:20 PM, Debbie DynerHarris <debbie.dynerharris@lacity.org> wrote:

The Councilmember would like the BID item to be heard at committee given how much interest there has been on this issue. He'd rather that hearing didn't happen at Council. I realize this may set us back but not necessarily as we can get it on next week's agenda.

Debbie

--



**Debbie Dyner Harris**

*District Director*

Councilmember Mike Bonin

City of Los Angeles

310-575-8461 | [www.11thdistrict.com](http://www.11thdistrict.com)





[Sign Up for Mike's  
Email Updates](#)

***Download the City of Los Angeles MyLA311 app for smartphones!***




MyLA311 links Angelenos with the services and information they need to enjoy their city, beautify their community and stay connected with their local government. With MyLA311, City of Los Angeles information and services are just a few taps away.

--  
Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)

--  
Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130

--  
 **Mandy Morales**  
Legislative Coordinator  
**Office of Los Angeles Mayor Eric Garcetti**  
(213) 978-0620



--  
Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



Rita Moreno <rita.moreno@lacity.org>

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## Form to request duplicate ballot

3 messages

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**Tara Devine** <tara@devine-strategies.com>  
To: Rita Moreno <Rita.Moreno@lacity.org>

Tue, Jul 12, 2016 at 3:49 PM

Rita:

I believe there is a form that a property owner must complete if he/she did not receive his/her ballot. Could you send me a copy of the form? We have a few owners whose official address of record is not current (or not ideal to reach them) and would like to explain to them how they may request a duplicate ballot.

Thanks!

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St.,#110-293  
Los Angeles, CA 90015  
[310.430.5121](tel:310.430.5121)  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

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**Rita Moreno** <rita.moreno@lacity.org>  
To: Tara Devine <tara@devine-strategies.com>

Thu, Jul 14, 2016 at 10:47 AM

Hi Tara,

Attached is the affidavit that must be submitted by the property owner or designated person to request a replacement ballot.

Thanks.

Rita

[Quoted text hidden]

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office [\(213\) 978-1122](tel:(213)978-1122)  
Fax [\(213\) 978-1130](tel:(213)978-1130)



**Ballot Request Affidavit 2016.pdf**  
116K

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**Tara Devine** <tara@devine-strategies.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Thu, Jul 14, 2016 at 11:00 AM

Thank you very much!

[Quoted text hidden]

HOLLY L. WOLCOTT  
CITY CLERK

SHANNON D. HOPPE  
EXECUTIVE OFFICER

City of Los Angeles  
CALIFORNIA



ERIC GARCETTI  
MAYOR

OFFICE OF THE  
CITY CLERK

NEIGHBORHOOD AND BUSINESS  
IMPROVEMENT DISTRICT DIVISION  
200 N. SPRING STREET, ROOM 224  
LOS ANGELES, CA 90012  
(213) 978-1099  
FAX: (213) 978-1130

MIRANDA PASTER  
DIVISION MANAGER

[clerk.lacity.org](http://clerk.lacity.org)

**AFFIDAVIT OF LOST/NON-RECEIPT BALLOT FOR FORMATION OF THE  
VENICE BEACH BUSINESS IMPROVEMENT DISTRICT**

**— MUST BE COMPLETED BY PROPERTY OWNER\*—**

*(Please see reverse for completion/submission instructions and information on legal property ownership)*

1. Property Owner(s) Name(s) \_\_\_\_\_

2. CONTACT PHONE NUMBER: \_\_\_\_\_

3. 

PROPERTY SITE ADDRESS(ES) (SEE INSTRUCTIONS ON REVERSE) (Street Number, Street Name, Unit Number, and Zip Code AND/OR Assessor Parcel Number in xxxx-xxx-xxx format)
(1) _____
(2) _____
(3) _____
(4) _____
(5) _____

IF MORE THAN FIVE (5) PROPERTIES, PLEASE USE AN ADDITIONAL AND SEPARATE REQUEST FORM

4. Reason for Requesting a Replacement Ballot (Mark one):

- ☐ Never Received Ballot Package ☐ Lost/Misplaced Ballot Package  
☐ OTHER (explain): \_\_\_\_\_

5. Preferred Method and location for sending Replacement Ballot Package (Mark one):

☐ Email: \_\_\_\_\_  
PLEASE PRINT EMAIL ADDRESS CAREFULLY

☐ US Postal Service: \_\_\_\_\_  
NUMBER STREET UNIT/APARTMENT NUMBER  
CITY STATE ZIP CODE COUNTRY (IF OTHER THAN US)

6. **DECLARATION:** I \_\_\_\_\_ declare, under penalty of perjury\*, that I am  
PRINT FULL NAME CLEARLY  
the legal property owner for the property(ies) listed above.

**Signature:** \_\_\_\_\_  
YOUR LEGAL SIGNATURE MUST BE PROVIDED TO PROCESS FORM (SEE BACK FOR INSTRUCTIONS)

\*WARNING: PERJURY IS A FELONY, PUNISHABLE BY FINE AND/OR IMPRISONMENT IN STATE PRISON.

**FOR OFFICE USE ONLY**

VERIFIER NAME \_\_\_\_\_ OWNERSHIP CHECK \_\_\_\_\_ PROPERTY CHECK \_\_\_\_\_ BALLOT ISSUED \_\_\_\_\_  
VERIFICATION DATE \_\_\_\_\_ VERIFICATION SOURCE \_\_\_\_\_ BALLOT ISSUE DATE \_\_\_\_\_

**DIRECTIONS:** Property owner(s) must complete the following steps:

1. Fill in the property owner name(s) for the parcel(s) being requested. Different ownerships for different properties must be requested on separate forms.  
*Example: All property owned by John Smith and Julie Smith can be requested on one form. However, if John Smith owns a property alone or with an individual other than Julie Smith, that property must be requested on a separate form.*
2. Fill in a daytime contact phone number. This will only be used to resolve problems with your submitted form (E.g. Invalid/illegible email address or unknown property owner)
3. Add full individual property site address(es) (including city, state, and ZIP code) and/or the Assessor Parcel Number (APN) for each property in the District.  
**NOTE: If you do not know your Assessor Parcel Number (APN), it can be found on your property tax bill, or through entering your street address at the website of the Los Angeles County Office of the Assessor at <http://assessor.lacounty.gov/extranet/Datamaps/Pais.aspx>.**
4. State your reason for requesting a replacement ballot.
5. Choose your method and location for sending a Replacement Ballot Package.  
Email or first-class US mail are the only two options for receiving a ballot package. The entire replacement package must be sent and can be quite large. Your actual assessment ballot will be one page of the entire package.
6. Complete the Declaration section, printing your name and signing it appropriately.  
Only the Legal Property owner or duly authorized representative of the owner can sign. See the "Who Can Sign" section below for common guidelines on who can sign for certain ownership situations.
7. Submit your affidavit through one of the following means:  
**By Mail:** 200 N. Spring St, Room 224, Los Angeles, CA 90012  
**In Person:** 200 N. Spring St, Room 224, Los Angeles, CA 90012  
**By Facsimile:** (213) 978-1130  
**Please note that affidavits sent through email will not be accepted.**

**WHO CAN FILL OUT & SUBMIT THE AFFIDAVIT?**

The property owner should fill out the affidavit. The following guidelines outline who can sign the affidavit based on the ownership:

- If the property is owned by an individual, the individual must sign.
- If the property is owned by a corporation, the affidavit may be signed for the corporation by any officers pursuant to Corporations Code section 313 (i.e., the Chairman of the Board, President, or Vice President and the Secretary, any Assistant Secretary, the Chief Financial officer, or any Assistant Treasurer) or pursuant to the by-laws or by resolution of the corporation's Board of Directors.
- If the property is owned by a partnership, any general partner may sign.
- If two or more persons own the property as tenants-in-common, any one tenant-in- common may sign for all.
- If two or more persons own the property in joint tenancy, any one joint tenant may sign for all.
- If a property is held by a married couple as community property, both must sign the affidavit.



Rita Moreno <rita.moreno@lacity.org>

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## Owner's Association Info

4 messages

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**Rita Moreno** <rita.moreno@lacity.org>  
To: Tara Devine <tara@devine-strategies.com>

Fri, Jul 15, 2016 at 11:36 AM

Hi Tara,

Hope you're doing well. I am checking in with you because, although we don't have an established BID for Venice Beach at this time, I want to make sure there is movement on establishing the non-profit organization. As you know, we will need the Articles of Incorporation and bylaws in order to execute a contract for the administration of the BID. Send me the Owner's Association or Board info when ready.

Thanks.

Rita

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130

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**Tara Devine** <tara@devine-strategies.com>  
To: Rita Moreno <rita.moreno@lacity.org>

Fri, Jul 15, 2016 at 12:01 PM

Thanks for being so proactive, Rita. Yes, we are well underway!  
Attached are the Articles of Incorporation - I've provided the stamped copy that shows that they have been filed with the CA SOS.  
The bylaws have been drafted, circulated, reviewed and are under revision now. I suspect there may be another round of revision before we final them.  
I will forward them once they have been adopted.

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St.,#110-293  
Los Angeles, CA 90015  
[310.430.5121](tel:310.430.5121)  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

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[Quoted text hidden]

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 **2016.04.18 Filed Articles of Incorporation stamped.pdf**  
333K

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**Rita Moreno** <rita.moreno@lacity.org>  
To: Tara Devine <tara@devine-strategies.com>

Fri, Jul 15, 2016 at 12:21 PM

Tara, thanks for being on top of things 😁

[Quoted text hidden]

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**Tara Devine** <tara@devine-strategies.com>

Fri, Jul 15, 2016 at 12:28 PM

To: Rita Moreno <rita.moreno@lacity.org>

I always try, and I usually am. But I am not perfect, and always appreciate a poke or prod.  
I notice the same in you, and look forward to working with you!

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St.,#110-293  
Los Angeles, CA 90015  
310.430.5121  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

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[Quoted text hidden]

ARTICLES OF INCORPORATION  
OF  
Venice Beach Property Owners Association

FILED  
Secretary of State  
State of California

APR - 6 2016

ARTICLE 1  
NAME

The name of the Corporation is Venice Beach Property Owners Association.

ARTICLE 2  
PURPOSE

2.1. The Corporation has been formed pursuant to the California Nonprofit Mutual Benefit Corporation Law as a mutual benefit corporation. The specific and primary purpose of the Corporation is to engage in any lawful act or activity other than credit union business for which a corporation may be organized under such law.

2.2 All activities shall be nonpartisan, nonsectarian and nondiscriminatory against any person by reason of race, color, national origin, religion, age, sex, sexual orientation, marital status, genetic characteristics, or physical or mental disability. The Corporation is organized and shall be operated exclusively as a Business Improvement District (Business League), within the meaning of Section 501(c)(6) of the Internal Revenue Code of 1986, as amended (or corresponding provisions of any subsequent federal tax laws); and within such limits, for the purpose of promoting Venice Beach's common business interests, including its reputation as a unique business, cultural and social destination. The corporation's activities and programs seek to improve the quality of life in the District by making our community a safe, vibrant and attractive place for all to live, work, play or visit.

ARTICLE 3  
SERVICE OF PROCESS

The name and address of the Corporation's initial agent for service of process in the State of California is:

Steven M. Heumann  
8 Horizon Avenue  
Venice, CA 90291

ARTICLE 4  
CORPORATE ADDRESS

The initial address of the Corporation is:

8 Horizon Avenue  
Venice, CA 90291



## ARTICLE 5 NONPROFIT

5.1 The Corporation is organized and shall be operated exclusively as a Business Improvement District (Business League), within the meaning of Section 501(c)(6) of the Internal Revenue Code of 1986, as amended (or corresponding provisions of any subsequent federal tax laws);

5.2 The Corporation is not organized for the pecuniary profit, nor shall it ever operate for the primary purpose of carrying on a business for profit. The Corporation shall not have any power to issue certificates of stock or declare dividends. The balance, if any, of all money and other assets received by the Corporation, after the payment in full of all debts and obligations of the Corporation to the fullest extent permitted under California law, shall be used and distributed exclusively for carrying out only the purposes of the Corporation as particularly set forth in ARTICLE 2 hereof.

5.3 Notwithstanding any other provisions of these Articles of Incorporation or the Corporation's Bylaws, the Corporation shall neither have nor exercise any power nor shall it engage directly or indirectly in any activity that might invalidate its status as a corporation, which is exempt from federal income taxations as an organization described in Section 501(c)(6) of the Internal Revenue Code of 1986, or corresponding provisions of any subsequent federal tax laws.

5.4 No part of the assets or net earnings of the corporation shall inure to the benefit of or be distributable to its directors, officers, or other private persons, except that the corporation shall be authorized and empowered to pay reasonable compensation for services actually rendered and to make payments and distributions in furtherance of the purposes and objects set forth in Article Two hereof.

## ARTICLE 6 MEMBERS

The corporation shall have members. Members shall have the right to vote as set forth in the Bylaws.

## ARTICLE 6 BOARD OF DIRECTORS

The regulation of the internal affairs of the corporation shall be carried on through its Board of Directors and prescribed according to its Bylaws; the manner of their election or appointment shall be provided in the Bylaws. In furtherance and not in limitation of the powers conferred by statute, the corporation is expressly authorized to carry on its business and to hold annual or special meetings of its Board of Directors in any country or in any of the states, territories or possessions of the United States, or the District of Columbia.

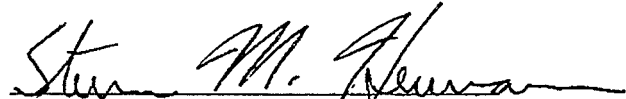
ARTICLE 7  
DISSOLUTION

Upon the dissolution of the corporation, assets shall be distributed for one or more exempt purposes within the meaning of section 501(c)(3) or 501(c)(6) of the Internal Revenue Code, or the corresponding section of any future federal tax code, or shall be distributed to the federal government, or to a state or local government, for a public purpose, subject to approval by the Corporation's members when required by state law. Any such assets not so disposed of shall be disposed of by a Court of Competent Jurisdiction of the county in which the principal office of the corporation is then located, exclusively for such purposes or to such organization or organizations, as said Court shall determine, which are organized and operated exclusively for such purposes.

ARTICLE 8  
AMENDMENT OF ARTICLES OF INCORPORATION

The corporation reserves the right to amend, change or repeal any provision contained in these Articles of Incorporation or to merge or consolidate this corporation with any other nonprofit corporation in the manner now or hereafter prescribed by statute, provided, however, that any such action shall be calculated exclusively to carry out the objects and purposes for which the corporation is formed, and all rights herein conferred or granted shall be subject to this reservation.

DATE: April 5, 2016

  
Steven M. Heumann, Incorporator



Rita Moreno <rita.moreno@lacity.org>

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## Re: Venice Beach BID petition: 6/24/16

3 messages

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**Tara Devine** <tara@devine-strategies.com>

Mon, Jul 11, 2016 at 4:26 PM

To: Mario Montez <mario.montez@lacity.org>

Cc: Miranda Paster <Miranda.Paster@lacity.org>, Rita Moreno <Rita.Moreno@lacity.org>

I have not received confirmation of validation for the Ekker/Snapshot parcel. I would like to be sure it has been validated because I suspect they may end up having to request a duplicate ballot by mail (the ballot was probably mailed to the owner of record rather than the tenant, who holds a 65-year ground lease.) Please confirm if the attached documentation validates the petition. I also have some additional submissions.

Submissions:

OLD: 0.86% Ekker/Snapshot - documentation submitted on 6/24. (see below; petition & documentation attached again.)

NEW: 1.94% Metro's petition is attached

NEW: 0.14% Murez, James & Melanie - petition was previously submitted but marked provisional pending documentation of ownership - the petition and supporting documentation attached.

This should add almost 3% more to our petition approval threshold of 52.31% (at the time of the Clerk report for Council.

I may end up getting another couple before we return to Council, and there's one more largish set of provisional petitions I may end up being able to clear (I've been having trouble getting the documentation.)

Warmest regards,

Tara

On Wed, Jun 29, 2016 at 11:42 AM, Tara Devine <tara@devine-strategies.com> wrote:

The property owner asked me today if the documentation was accepted. Please let me know when you can if Ekker/Snapshot is now validated.

On Jun 24, 2016 3:33 PM, "Tara Devine" <tara@devine-strategies.com> wrote:

Mario:

**Ekker (owner) / Snapshot LLC (tenant)**

Previously submitted but required add'l documentation due to ground lease

I included the petition again at the start of the file so you would not need to search for it

Following it is the documentation for the ground lease

FYI, the owner is also supportive of the BID but is not the appropriate signatory (Ekker is aka Scharff, who already signed for numerous properties)

Please confirm if this petition is now validated or if anything else is required

Miranda/Rita: Just FYI. Also, Metro not yet rec'd.

Thank you all - and have a great weekend!

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St., #110-293

Los Angeles, CA 90015


310.430.5121

tara@devine-strategies.com

Making it easier for you with STRATEGIC CONSULTING SERVICES

Planning & Entitlements - Political & Community Outreach - Business Improvement Districts

**3 attachments**

 **SNAPSHOT w documentation.pdf**  
2887K

 **METRO.pdf**  
1319K

 **MUREZ JAMES & MELANIE with supporting documentation.pdf**  
887K

---

**Miranda Paster** <miranda.paster@lacity.org>  
To: Tara Devine <tara@devine-strategies.com>  
Cc: Mario Montez <mario.montez@lacity.org>, Rita Moreno <Rita.Moreno@lacity.org>

Mon, Jul 18, 2016 at 2:48 PM

Hello Tara.

Is this documentation different from what was initially emailed from us?

[Quoted text hidden]

--

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)

---

**Tara Devine** <tara@devine-strategies.com>  
To: Miranda Paster <miranda.paster@lacity.org>  
Cc: Mario Montez <mario.montez@lacity.org>, Rita Moreno <Rita.Moreno@lacity.org>

Mon, Jul 18, 2016 at 5:17 PM

No. What I submitted via email is the same documentation - Assignment of Lease (Ground Lease.)

I have now also received a copy of the 99-year ground lease (60+ pages, executed in 1979) and an amendment to the lease (19 pages, executed in 1983). They opted to redact a small amount of information in the lease due to confidentiality concerns.

Would the ground lease and amendment be helpful?

We also need clarity re: ballot, which I presume was sent to the owner of record (Ekker.) Ekker has maintained that they lack the authority to sign the petition or return the ballot due to the 99-year ground lease that began in 1979.

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St.,#110-293  
Los Angeles, CA 90015  
310.430.5121  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

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*Planning & Entitlements - Political & Community Outreach - Business Improvement Districts*

[Quoted text hidden]

**PETITION TO ESTABLISH THE  
VENICE BEACH  
BUSINESS IMPROVEMENT DISTRICT**

PURSUANT TO (SECTION 36600 ET. SEQ OF THE  
CALIFORNIA STREETS AND HIGHWAYS CODE)

**LEGAL OWNER:**     **SNAPSHOT LLC**

<u>APN NUMBER</u>	<u>SITE ADDRESS</u>	<u>ASSESSMENT AMOUNT</u>	<u>PERCENTAGE</u>
4286027013	909 OCEAN FRONT WALK	\$16,028.20	0.86%
		<u>TOTALS</u>	
		\$16,028.20	0.86%

☒ YES, I want my property(ies) to be included in this Business Improvement District.

**Property Owner's Name**  
(Please Print or Type)

Snapshot Partners, LLC

Property Owner's OR Duly Authorized Representative's  
**Signature**

**Title**  
(Please Print or Type)

Robert Minsky, Manager

**Date**

06/13/2016

**STATEMENT OF AUTHORITY TO SIGN THIS PETITION – (Must be completed by petition signer)**

I, Robert Minsky, hereby certify (or declare) under penalty of perjury under the laws of the State of California that I am legally authorized as owner, or legal representative of owner, to accept the levy of liens (assessment amounts) on the property(ies) listed above. This statement is true to the best of my knowledge as of 06 / 13 / 2016. Petitioner Signature: \_\_\_\_\_

MONTH      DAY      YEAR

**NOTE: ALL FIELDS MUST BE COMPLETED. PETITIONS WITH EMPTY FIELDS WILL BE REJECTED.**

**Please Return by Mail to:**  
(an original signature is required)

**Venice Beach BID Steering Committee  
c/o Devine Strategies  
645 West Ninth Street, #110-293  
Los Angeles, CA 90015**

This page is part of your document - DO NOT DISCARD



20160342755



Pages:  
0011

Recorded/Filed in Official Records  
Recorder's Office, Los Angeles County,  
California

03/29/16 AT 08:00AM

FEES:	45.00
TAXES:	178,220.00
OTHER:	0.00
PAID:	178,265.00



LEADSHEET



201603290110048

00011886869



007460961

SEQ:  
05

DAR - Title Company (Hard Copy)



THIS FORM IS NOT TO BE DUPLICATED

T55

RECORDING REQUESTED BY  
Fidelity National Title Company  
AND WHEN RECORDED MAIL TO AND  
MAIL TAX STATEMENTS TO:

FOOT HAVEN, LLC  
9663 SANTA MONICA BLVD., SUITE 974  
BEVERLY HILLS, CA 90210

ORDER: 23071037-CT  
APN: 4286-027-013  
TRA: 00067

23071037-1



SPACE ABOVE THIS LINE FOR RECORDER'S USE

**ASSIGNMENT OF LEASE  
(GROUND LEASE)**

THE UNDERSIGNED GRANTOR(s) DECLARE(s)

- ☐ unincorporated area  
☒ the city of Los Angeles

Documentary Transfer Tax is: \$35,007.50 - County  
\$143,212.50 - City

- ☒ computed on full value of interest or property conveyed, or  
☐ full value less value of liens or encumbrances remaining at the  
time of sale

EXECUTED IN COUNTERPART

3

RECORDING REQUESTED BY:

Fidelity National Title  
1300 Dove Street, Suite 310  
Newport Beach, CA 92660  
Attn: Curt Taplin

23071057-CT

AFTER RECORDING, RETURN TO:

Foot Haven, LLC  
9663 Santa Monica Blvd., Suite 974  
Beverly Hills, California 90210

APN: 4286-027-013

**ASSIGNMENT OF LEASE**  
[Ground Lease]

This Assignment of Lease (this "*Assignment*") is made and entered into March 29, 2016 (the "*Effective Date*"), between JJ-SEABREEZE II, LTD., A CALIFORNIA LIMITED PARTNERSHIP, a California limited partnership ("*Assignor*"), and SNAPSHOT PARTNERS, LLC, a California limited liability company ("*Assignee*"). This Assignment is made with reference to the Purchase and Sale Agreement and Joint Escrow Instructions dated November 12, 2015, between Assignor and Assignee (or Assignee's predecessor-in-interest) (as amended or assigned, the "*Purchase and Sale Agreement*") with respect to Assignor's interest in the real property commonly known as 909 Ocean Front Walk, Venice, California, also referred to as 913 Ocean Front Walk (APN: 4286-027-013) and more particularly described on Exhibit A attached hereto.

WHEREAS, on the Effective Date, Assignee is purchasing from Assignor and Assignor is conveying to Assignee the Property (as defined in the Purchase and Sale Agreement).

WHEREAS, Assignor is the current ground lessee under that certain Ground Lease dated June 1, 1979 and recorded in the Official Records of Los Angeles County, California ("*Official Records*") on July 8, 1983 as Instrument No. 83-770929, between Wener G. Scharff, Alexandra M. Scharff, Albert R. Ekker, Christianne L. Ekker and Gueri Axler (collectively, "*Former Ground Lessor*"), and Sea Breeze Condominiums Inc., as amended by that certain Amendment to Ground Lease dated February 1, 1983 and recorded in the Official Records on July 8, 1983 as Instrument No. 83-770930, between Former Ground Lessor and Sea Breeze Condominiums Inc. (as amended or assigned, the "*Lease*").

WHEREAS, Sea Breeze Condominiums Inc. assigned all of its right, title and interest in and to the Lease to Winchester-Seabreeze, Ltd., a California limited partnership, pursuant to that certain Assignment of Lease dated April 26, 1985 and recorded in the Official Records on May 1, 1985 as Instrument No. 85-487545.

WHEREAS, Winchester-Seabreeze, Ltd. assigned all of its right, title and interest in and to the Lease to Assignor pursuant to that certain Assignment and Assumption Agreement dated



4

December 14, 1988 and recorded in the Official Records on February 28, 1989 as Instrument No. 89-313908.

WHEREAS, through various assignments Werner G. Scharff and Simone H. Scharff 1988 Family Trust, Alexandra M. Scharff as Trustee of the Alexandra M. Scharff 1989 Family Trust, Carole M. Ekker and Leslie G. Ekker, The Ekker Gift Trust dated December 19, 2012, and The Jeanne Axler Revocable Trust dated June 18, 2004 are collectively the current "Ground Lessor" under the Lease.

WHEREAS, Assignor desires to transfer and assign to Assignee all of Assignor's right, title and interest in and to the Lease.

NOW, THEREFORE, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignor hereby grants, transfers and assigns to Assignee all right, title and interest of Assignor in and to the Lease, including without limitation all of Assignee's right, title and interest in and to all structures and other improvements on and under the land demised by the Lease.
2. Assignee hereby affirmatively and unconditionally assumes all of Assignor's obligations and liabilities under the Lease arising from and after the Effective Date.
3. Assignor shall remain responsible for all of Assignor's obligations under or with respect to the Lease accruing prior to the Effective Date.
4. Assignee shall and does hereby indemnify Assignor against, and agrees to hold Assignor harmless of and from, all liabilities, obligations, actions, suits, proceedings or claims, and all costs and expenses, including, but not limited to, reasonable attorneys' fees, based upon or arising out of any breach or failure of Assignee to observe or perform any of the obligations of Assignee as set forth in this Assignment. Assignor shall, and does hereby indemnify Assignee against, and agrees to hold Assignee harmless of and from, all liabilities, obligations, actions, suits, proceedings or claims and all costs and expenses, including, but not limited to, reasonable attorney's fees, based upon or arising out of any breach or failure of Assignor to observe or perform any of the obligations of the Assignor as set forth in this Assignment.
5. This Assignment may be executed in any number of counterparts, each of which may be executed by any parties hereto, but all of which shall constitute one and the same instrument, and shall be binding and effective when all parties hereto have executed and delivered at least one counterpart.
6. The terms and provisions of this Assignment shall be binding upon and inure to the benefit of the respective parties hereto, and their respective successors and assigns.
7. Assignor shall execute and deliver to Assignee, upon demand, such further documents, instruments and conveyances, and shall take such further actions as Assignee may

5

from time to time request, to vest fully in Assignee, the right, title and interest herein intended to be assigned.

8. The prevailing party in any action, suit or proceeding brought for the breach of any of the covenants or agreements set forth in this Assignment or arising out of this Assignment shall be entitled to recover such party's costs and expenses incurred in connection with such action, suit or proceeding, including without limitation, actual attorneys' fees.

[REMAINDER OF PAGE INTENTIONALLY BLANK]

6

**ASSIGNOR:**

JJ-SEABREEZE II, LTD., A CALIFORNIA LIMITED  
PARTNERSHIP, a California limited partnership

By: JJ Seabreeze Partners, Ltd.,  
a California limited partnership,  
its General Partner

By: Jerde Development Company,  
a California corporation,  
it General Partner

By: 

Name: Janice Jerde  
Title: President

**ASSIGNEE:**

SNAPSHOT PARTNERS, LLC, Signed in Counterpart  
a California limited liability company

By: \_\_\_\_\_

Name: Robert Minsky  
Title: Manager

By: \_\_\_\_\_

Name: Danielle M. Graf  
Title: Manager

**[SIGNATURE PAGE TO ASSIGNMENT OF LEASE (GROUND LEASE)]**

7

ACKNOWLEDGEMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

STATE OF CALIFORNIA )  
 ) ss.  
COUNTY OF LOS ANGELES )

NOTARY PUBLIC

On 03 24 16 before me, TERESA MARIE CASTELL (here insert name and title of the officer), personally appeared JANICE HEROE (insert name(s) of signer(s)) who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature [REDACTED] (Seal)



8

**ASSIGNOR:**

JJ-SEABREEZE II, LTD., A CALIFORNIA LIMITED  
PARTNERSHIP, a California limited partnership

By: JJ Seabreeze Partners, Ltd.,  
a California limited partnership,  
its General Partner

Signed in Counterpart

By: Jerde Development Company,  
a California corporation,  
it General Partner

By: \_\_\_\_\_

Name: Janice Jerde  
Title: President

**ASSIGNEE:**

SNAPSHOT PARTNERS, LLC,  
a California limited liability company

By: \_\_\_\_\_

By: \_\_\_\_\_

Title: Manager

[SIGNATURE PAGE TO ASSIGNMENT OF LEASE (GROUND LEASE)]

9

ACKNOWLEDGEMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

STATE OF CALIFORNIA )  
COUNTY OF Los Angeles ) ss.

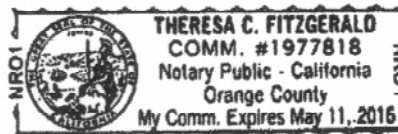
On March 22, 2016 before me, Theresa C. Fitzgerald, Notary Public (here insert name and title of the officer), personally appeared Robert Minsky (insert name(s) of signer(s)) who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) ~~is/are~~ subscribed to the within instrument and acknowledged to me that ~~he/she/they~~ executed the same in ~~his/her/their~~ authorized capacity(ies), and that by ~~his/her/their~~ signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Sign

[Redacted Signature]



10

ACKNOWLEDGEMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

STATE OF CALIFORNIA )

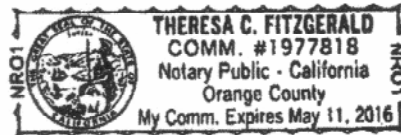
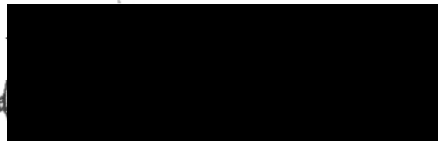
COUNTY OF Los Angeles ) ss.

On March 22, 2016 before me, Theresa C. Fitzgerald, Notary Public (here insert name and title of the officer), personally appeared Danielle M. Graf (insert name(s) of signer(s)) who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature



11

**EXHIBIT A**

**LEGAL DESCRIPTION OF PROPERTY**

Real property in City of Venice, County of Los Angeles, State of California, described as follows:

**PARCEL 1:**

THE SOUTHEASTERLY 20 FEET OF LOT 349, IN BLOCK 9 OF GOLDEN BAY TRACT, IN THE CITY OF LOS ANGELES, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 2, PAGE 15 OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY.

**PARCEL 2:**

LOTS 1, 2 AND 3, IN BLOCK 1 OF COUNTRY CLUB TRACT, IN THE CITY OF LOS ANGELES, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 3, PAGE 76 OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY.

**PARCEL 3:**

THE SOUTHEASTERLY 5 FEET OF LOT 345, ALL OF LOT 347 AND THE NORTHWESTERLY 10 FEET OF LOT 349, IN BLOCK 9 OF GOLDEN BAY TRACT, IN THE CITY OF LOS ANGELES, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 2, PAGE 15 OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY.

APN: 4286-027-013



**PETITION TO ESTABLISH THE  
VENICE BEACH  
BUSINESS IMPROVEMENT DISTRICT**

PURSUANT TO (SECTION 36600 ET. SEQ OF THE  
CALIFORNIA STREETS AND HIGHWAYS CODE)

LEGAL OWNER: **LACMTA**

<u>APN NUMBER</u>	<u>SITE ADDRESS</u>	<u>ASSESSMENT AMOUNT</u>	<u>PERCENTAGE</u>
4286015900	100 SUNSET AVE	\$35,933.09	1.94%
<b>TOTALS</b>		<b>\$35,933.09</b>	<b>1.94%</b>



YES, I want my property(ies) to be included in this Business Improvement District.

Property Owner's Name  
(Please Print or Type)

Los Angeles County Metropolitan  
Transportation Authority

Property Owner's OR Duly Authorized Representative's  
Signature

[Redacted Signature]

Title  
(Please Print or Type)

Deputy Executive Officer - Real Estate

Date

6/27/16

**STATEMENT OF AUTHORITY TO SIGN THIS PETITION – (Must be completed by petition signer)**

I, Velma C Marshall, hereby certify (or declare) under penalty of perjury under the laws of the  
PRINT NAME CLEARLY  
State of California that I am legally authorized as owner, or legal representative of owner, to accept the levy of  
liens (assessment amounts) on the property(ies) listed above. This statement is true, correct, and complete to  
the best of my knowledge as of 6 / 27 / 16. Petitioner Signature: [Redacted]  
MONTH DAY YEAR

**NOTE: ALL FIELDS MUST BE COMPLETED. PETITIONS WITH EMPTY FIELDS WILL BE REJECTED.**

**Please Return by Mail to:**  
(an original signature is required)

Venice Beach BID Steering Committee  
c/o Devine Strategies  
645 West Ninth Street, #110-293  
Los Angeles, CA 90015

**PETITION TO ESTABLISH THE  
VENICE BEACH  
BUSINESS IMPROVEMENT DISTRICT**

PURSUANT TO (SECTION 36600 ET. SEQ OF THE  
CALIFORNIA STREETS AND HIGHWAYS CODE)

LEGAL OWNER: **MUREZ, JAMES**

<u>APN NUMBER</u>	<u>SITE ADDRESS</u>	<u>ASSESSMENT AMOUNT</u>	<u>PERCENTAGE</u>
4286012045	800 MAIN ST	\$1,605.74	0.09%
4286012044	804 MAIN ST	\$859.80	0.05%
<b>TOTALS</b>		<b>\$2,465.54</b>	<b>0.14%</b>

☒ YES, I want my property(ies) to be included in this Business Improvement District.

Property Owner's Name  
(Please Print or Type)

MELANIE MUREZ

Property Owner's OR Duly Authorized Representative's  
Signature

Title


(Please Print or Type)

CO-OWNER

Date

5/31/16

**STATEMENT OF AUTHORITY TO SIGN THIS PETITION – (Must be completed by petition signer)**

I, MELANIE MUREZ, hereby certify (or declare) under penalty of perjury under the laws of the  
PRINT NAME CLEARLY  
State of California that I am legally authorized as owner, or legal representative of owner, to accept the levy of  
liens (assessment amounts) on the property(ies) listed above. This statement is true, correct, and complete to  
the best of my knowledge as of 5 / 31 / 2016. Petitioner Signature: 

**NOTE: ALL FIELDS MUST BE COMPLETED. PETITIONS WITH EMPTY FIELDS WILL BE REJECTED.**

**Please Return by Mail to:**  
(an original signature is required)

Venice Beach BID Steering Committee  
c/o Devine Strategies  
645 West Ninth Street, #110-293  
Los Angeles, CA 90015

**LINCOLN TITLE CO.**

RECORDING REQUESTED BY

AND WHEN RECORDED MAIL THIS DEED AND, UNLESS OTHERWISE SHOWN BELOW, MAIL TAX STATEMENTS TO

James Murez  
8801 Sepulveda Blvd.  
Los Angeles, CA 90045

88 197310

RECORDED IN OFFICIAL RECORDS  
OF LOS ANGELES COUNTY, CA

FEB 12 1988 AT 8 A.M.

Recorder's Office

FEE \$25  
A.F.N.F. 1

SPACE ABOVE THIS LINE FOR RECORDER'S USE

4286-012-013	ALL
	PTN

Title Order No. 470082-46  
Escrow or Loan No. 874683

**GRANT DEED**

THE UNDERSIGNED GRANTOR(S) DECLARE(S)

DOCUMENTARY TRANSFER TAX is \$ 159.50 CITY TAX \$ 44  
☒ computed on full value of property conveyed, or  
☐ computed on full value less value of liens or encumbrances remaining at time of sale.  
☐ Unincorporated area: ☒ City of Los Angeles, and

FOR A VALUABLE CONSIDERATION receipt of which is hereby acknowledged,  
**MICHAEL LEE EPSTEEN, an unmarried man**

hereby GRANT(S) to

**JAMES MUREZ AND MELANIE MUREZ, husband and wife as joint tenants**

the following described real property in the City of Los Angeles

County of Los Angeles State of California

Lot 11 of Burks' Place Tract as per map recorded in book 15, page(s) 31 of maps in the office of the County Recorder of said county.

Dated 2/9/88

STATE OF CALIFORNIA  
 COUNTY OF Los Angeles  
 On February 9, 1988 before me, the undersigned, a Notary Public in and for said State, personally appeared

Michael Lee Epstein

personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name subscribed to the within instrument and acknowledged that he executed the same. I witness my hand and official seal.

Signature [Redacted]

[Redacted]  
 Michael Lee Epstein



(This area for official notary seal)

MAIL TAX STATEMENTS AS DIRECTED ABOVE.

Southland Title Corporation

RECORDING REQUESTED BY

AND WHEN RECORDED MAIL THIS DEED AND, UNLESS OTHERWISE SHOWN BELOW, MAIL TAX STATEMENTS TO

NAME  
MAX GOODMAN  
MARIYENE GOODMAN  
2122 Century Park Lane #317  
Los Angeles, CA.  
STREET ADDRESS  
CITY  
STATE  
ZIP

89 1509964

RECORDED IN OFFICIAL RECORDS  
RECORDER'S OFFICE  
LOS ANGELES COUNTY  
CALIFORNIA  
31 MIN. PAST 4 P.M. SEP 19 1989

SPACE ABOVE THIS LINE FOR RECORDER'S USE

APN:	4286	12	13	ALL PTN
------	------	----	----	------------

Title Order No. 76176-4  
Escrow or Loan No. 89-5671

GRANT DEED

THE UNDERSIGNED GRANTOR(S) DECLARE(S)

DOCUMENTARY TRANSFER TAX is \$ NONE 'Gift' CITY TAX \$

- ☐ computed on full value of property conveyed, or  
☐ computed on full value less value of liens or encumbrances remaining at time of sale,  
☐ Unincorporated area: ☐ City of \_\_\_\_\_ and

FEE \$25 P  
AFNF 1

FOR A VALUABLE CONSIDERATION, receipt of which is hereby acknowledged.

JAMES MUREZ AND MELANIE MUREZ, husband and wife as joint tenants

hereby GRANT(S) to

JAMES MUREZ AND MELANIE MUREZ, husband and wife and MAX GOODMAN AND MARIYENE GOODMAN, husband and wife, all as tenants in common.

the following described real property in the City of Los Angeles

County of Los Angeles

State of California

Lot 11 of Burk's Place Tract, as per map recorded in Book 15 Page(s) 31 of Maps, in the office of the county recorder of said county.

Commonly known as: 804 Main Street, Los Angeles CA.

"This conveyance confirms title in the grantee. Tax was previously paid on Feb. 12, 1988, Document No. 88-197310, R & T 11911."

Dated September 13, 1989

STATE OF CALIFORNIA  
COUNTY OF Los Angeles } SS  
On September 14, 1989 before me, the

undersigned, a Notary Public in and for said State, personally appeared  
\*\*\*\*James Murez and Melanie Murez\*\*\*\*

I hereby certify (I proved to me on the basis of satisfactory evidence) to be the person or persons whose name or names are subscribed to the within instrument and who are the same

WITNESS my

Signature



(This area for official notarial seal)

MAIL TAX STATEMENTS AS DIRECTED ABOVE.

76176-4

RECORDING REQUESTED BY  
JAMES MUREZ &  
MELANIE MUREZ

97- 314749

RECORDED/FILED IN OFFICIAL RECORDS  
RECORDER'S OFFICE  
LOS ANGELES COUNTY  
CALIFORNIA  
9:21 AM MAR 03 1997

AND WHEN RECORDED MAIL TO

JAMES MUREZ & MELANIE  
MUREZ  
804 MAIN ST.  
VENICE, CA 90291

SPACE ABOVE THIS LINE FOR RECORDER'S USE

MAIL TAX STATEMENTS TO  
JAMES MUREZ and  
MELANIE MUREZ  
804 MAIN ST.  
VENICE, CA 90291

FEE  
\$7  
E

## Quitclaim Deed

THIS FORM FURNISHED BY TRUSTORS SECURITY SERVICE

OD 868 MC

181619

The undersigned grantor(s) declare(s):  
DOCUMENTARY TRANSFER TAX \$NONE - No Consideration,  
( ) computed on full value of property conveyed, or  
( ) computed on full value less value of liens and encumbrances remaining at time of sale.  
( ) Unincorporated area: ( ) City of \_\_\_\_\_ and \_\_\_\_\_

*This is a bonafide  
gift, and the grantor  
received nothing in  
return, R & T 11/91  
M. G.  
M. G.*

FOR A VALUABLE CONSIDERATION, receipt of which is hereby acknowledged,

MAX GOODMAN & MARLYENE GOODMAN

hereby REMISE(S), RELEASE(S) AND FOREVER QUITCLAIM(S) to

JAMES MUREZ and MELANIE MUREZ, Husband and Wife, as Community Property

the following described real property in the City of Los Angeles county of Los Angeles  
state of California:

Lot 11 of Burke's Place Tract, as per map recorded in Book 15  
Pages 31 of Maps, in the office of the County Recorder of Said County.

Commonly known as 804 Main St., Venice, CA

This conveyance confirms title in the grantees, but does not affect  
the interest of the Grantors as beneficiaries under a Deed of Trust  
on the subject property.

Dated July 15, 1991

MAX GOODMAN

MARLYENE GOODMAN

State of California

County of Los Angeles

On this the 22nd day of July, 1991.

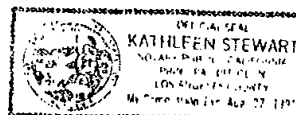
before me, Kathleen Stewart  
the undersigned Notary Public, personally appeared  
MAX GOODMAN and MARLYENE GOODMAN

☐ personally known to me

☒ proved to me on the basis of satisfactory evidence

to be the person(s) whose name(s) are subscribed to the  
within instrument, and acknowledged that they executed it  
WITNESS my hand and official seal.

Notary's Signature



If executed by a Corporation the Corporation Form  
of Acknowledgment must be used.

This and the official Notarial Seal

Title Order No. \_\_\_\_\_ Escrow, Loan or Attorney File No. \_\_\_\_\_

MAIL TAX STATEMENTS AS DIRECTED ABOVE

This page is part of your document - DO NOT DISCARD

04 0995625

RECORDED/FILED IN OFFICIAL RECORDS  
RECORDER'S OFFICE  
LOS ANGELES COUNTY  
CALIFORNIA  
04/23/04 AT 08:00am

TITLE(S) :

Deed




LEAD SHEET

FEE



D.T.T

*[Handwritten signature]*

NOTIFICATION SENT 

CODE  
20

CODE  
19

CODE  
9

Assessor's Identification Number (AIN)

To be completed by Examiner OR Title Company in black ink.

Number of AIN's Shown

4286 - 012 - 013

001

THIS FORM NOT TO BE DUPLICATED

# Equity Title

RECORDING REQUESTED BY

04 0995625

AND WHEN RECORDED MAIL TO  
James Murez

804 Main Street  
Venice, CA 90291

APN - 4286-012-013      Order No LA0461170      Space Above This Line for Recorder's Use Only      Escrow No 2423405-S

## QUITCLAIM DEED

THE UNDERSIGNED GRANTOR(s) DECLARE(s) DOCUMENTARY TRANSFER TAX \$NONE  
[ ] computed on full value of property conveyed, or  
[ ] computed on full value less value of liens or encumbrances remaining at time of sale,  
[ ] unincorporated area, [ X ] City of Los Angeles, and

FOR A VALUABLE CONSIDERATION, Receipt of which is hereby acknowledged,  
James Murez and Melanie Murez, husband and wife as community property

hereby remise, release and forever quitclaim to  
James Murez, a married man as his sole and separate property

the following described property in the City of Los Angeles, County of Los Angeles State of California,

Lot 11 of Burk's Place Tract, in the City of Los Angeles, County of Los Angeles, State of California, as per map recorded in Book 15, Page(s) 31 of Maps, in the Office of the County Recorder of said County.

"This conveyance establishes sole and separate property of a spouse, R&T 11911 "

"It is the express intent of the Grantor, being the spouse of the Grantee to convey all right, title and interest of the Grantor, community or otherwise, to and to the herein described property to the Grantee as his/her sole and separate property "

James Murez      Melanie Murez

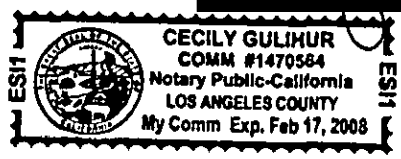
Document Date April 15, 2004

STATE OF CALIFORNIA      )  
COUNTY OF Los Angeles      )SS  
On April 19, 2004 before me, Cecily Gulihar  
personally appeared James Murez and Melanie Murez

personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies) and that by his/her/their signature(s) on the instrument the person(s) or the entity upon behalf of which the person(s) acted, executed the instrument

WITNESS my hand and official seal

Signature \_\_\_\_\_



This area for official notarial seal

LA0461170

Mail Tax Statements to SAME AS ABOVE or Address Noted Below

This page is part of your document - DO NOT DISCARD

04 1051159

RECORDED/FILED IN OFFICIAL RECORDS  
RECORDER'S OFFICE  
LOS ANGELES COUNTY  
CALIFORNIA  
04/29/04 AT 08:00am

TITLE(S) : **DEED**



FEE

D.T.T



CODE  
20

CODE  
19

CODE  
9

NOTIFICATION SENT-\$4

Assessor's Identification Number (AIN)

To be completed by Examiner OR Title Company in black ink.

Number of AIN's Shown

4286 - 012 - 013

001

THIS FORM NOT TO BE DUPLICATED



4/29/04

RECORDING REQUESTED BY

04 1051159

AND WHEN RECORDED MAIL TO:

James Murez

804 Main Street  
Venice, CA 90291

2

A.P.N.: 4286-012-013

Order No.:

Space Above This Line for Recorder's Use Only

Escrow No.:

## QUITCLAIM DEED

THE UNDERSIGNED GRANTOR(S) DECLARE(S) DOCUMENTARY TRANSFER TAX \$NONE

[ ] computed on full value of property conveyed, or  
[ ] computed on full value less value of liens or encumbrances remaining at time of sale,  
[ ] unincorporated area; [ X ] City of Los Angeles, and

GIFT  
SPV  
*[Signature]*

FOR A VALUABLE CONSIDERATION, Receipt of which is hereby acknowledged,  
James Murez, a married man as his sole and separate property

# Accommodation

hereby remise, release and forever quitclaim to

James Murez and Melanie Murez, husband and wife as community property

the following described property in the City of Los Angeles, County of Los Angeles State of California;

Lot 11 of Burk's Place Tract, in the City of Los Angeles, County of Los Angeles, State of California, as per map recorded in Book 15, Page(s) 31 of Maps, in the Office of the County Recorder of said County.

"No documentary stamps due. Grantor received no consideration, this deed being executed to add spouse to title."

James M

Document Date: April 15, 2004

STATE OF CALIFORNIA  
COUNTY OF

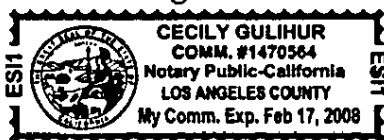
Los Angeles )SS

On April 19, 2004 before me, Cecily Gulihur  
personally appeared James Murez

personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies) and that by his/her/their signature(s) on the instrument the person(s) or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official

Signature



This area for official notarial seal.

LA0461170

Mail Tax Statements to: SAME AS ABOVE or Address Noted Below

This page is part of your document - DO NOT DISCARD



**20131714853**

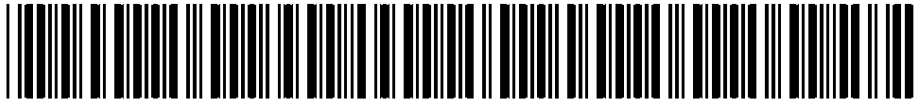


Pages:  
0002

Recorded/Filed in Official Records  
Recorder's Office, Los Angeles County,  
California

12/04/13 AT 11:38AM

FEES:	18.00
TAXES:	0.00
OTHER:	0.00
PAID:	18.00



LEADSHEET



201312040030017

00008619634



005921943

SEQ:  
01

DAR - Counter (Upfront Scan)



**THIS FORM IS NOT TO BE DUPLICATED**

E535806

Recorded at the request of and mail to:

James Murez

(Name)

804 Main Street

(Address)

Venice, CA 90291

(City, State, & Zip)

Date of Recording:

SPACE ABOVE THIS LINE FOR RECORDER'S USE

**COVENANT AND AGREEMENT  
TO HOLD PROPERTY AS ONE PARCEL**

(Pre-printed text shall not be changed except when done by an authorized Building and Safety employee.)

The undersigned hereby certify that we are the owners of real property located in the City of Los Angeles, State of California that is legally described (as follows) (on the attached exhibit(s) \_\_\_\_\_):

LOT(S):	<u>11</u>	BLOCK:	<u>-----</u>	TRACT:	<u>Burk's Place</u>
LOT(S):	<u>12</u>	BLOCK:	<u>-----</u>	TRACT:	<u>Burk's Place</u>
LOT(S):	<u>13</u>	BLOCK:	<u>-----</u>	TRACT:	<u>Burk's Place</u>

As recorded in Book: 15, Page: 31, Records of Los Angeles County. This property is located at and is known by the following ADDRESS: 804, 802 and 800 Main Street respectively. We hereby agree and covenant with the City of Los Angeles that the above legally describe real property shall be held as one parcel and no portion shall be sold separately.

This covenant and agreement is executed for the purpose of creating a single building site and provide rooftop access for purposes of exiting.

\_\_\_\_\_ as regulated by Section 12.03 (and) \_\_\_\_\_ of the Los Angeles Municipal Code. This covenant and agreement shall run with all of the above described land and shall be binding upon ourselves, and future owners, encumbrances, their successors, heirs or assignees and shall continue in effect until released by the authority of the Superintendent of Building of the City of Los Angeles upon submittal of request, applicable fees and evidence that this Covenant and Agreement is no longer required by law.

CARTOGRAPHER'S  
USE ONLY

Owner's Name(s) James Murez, Husband and Wife as Community Property

Owner's Signature(s) \_\_\_\_\_ (sign)

Two Officers' Signature Required for Corporation \_\_\_\_\_ (sign)

Name of Corporation \_\_\_\_\_

Dated this 3<sup>RD</sup> day of DECEMBER 20 13

**SIGNATURES MUST BE NOTARIZED**

(STATE OF CALIFORNIA, COUNTY OF LOS ANGELES)

On December 03<sup>rd</sup>, 2013 before me, Sumaiya Shaikh, Notary Public, personally appeared James D. Murez and Melanie G. Murez, who proved to me on the basis of satisfactory evidence to be the person(s) whose names(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies) and that by his/her/their signature(s) on the instrument the person(s) or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature \_\_\_\_\_

(Seal)

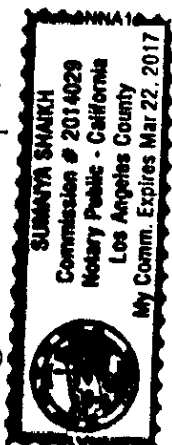
**FOR DEPARTMENT USE ONLY**

MUST BE APPROVED BY the Dept. of Building and Safety prior to recording

Covenant for City Department \_\_\_\_\_  
To be completed for City owned property only.

APPROVED BY: Larghee

Date: 12-4-13



This page is part of your document - DO NOT DISCARD



**20140133910**

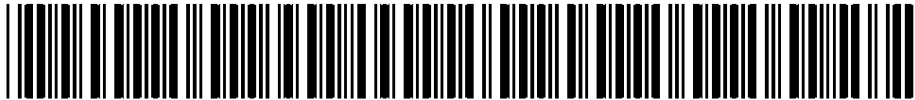


Pages:  
0002

Recorded/Filed in Official Records  
Recorder's Office, Los Angeles County,  
California

02/06/14 AT 02:04PM

FEES:	18.00
TAXES:	0.00
OTHER:	0.00
PAID:	18.00



LEADSHEET



201402063250040

00008841448



006025441

SEQ:  
02

DAR - Counter (Upfront Scan)



**THIS FORM IS NOT TO BE DUPLICATED**

E441953

Recorded at the request of and mail to:

James Murez

(Name)

804 Main Street

(Address)

Venice, CA 90291-3218

(City, State, & Zip)

Date of Recording:

SPACE ABOVE THIS LINE FOR RECORDER'S USE

**COVENANT AND AGREEMENT  
REGARDING MAINTENANCE OF BUILDING**

(Pre-printed text shall not be changed except when done by an authorized Building and Safety employee.)

The undersigned hereby certify that we are the owners of the hereinafter legally described real property located in the City of Los Angeles, State of California.

**LEGAL DESCRIPTION:** Lot 11, Burk's Place

as recorded in Book 15, Page 31, Records of Los Angeles County, which property is located and known as:

**(ADDRESS):** 804 Main Street, Venice, Ca 90291

and in consideration of the City of Los Angeles allowing Opening in Rooftop Guardrail for access  
neighboring property at 800 Main St.

on said property, we do hereby covenant and agree to and with said City to Reinstall Guardrail should the  
(E) rooftop at 800 Main St. become unavailable or removed.

This Covenant and agreement shall run with all of the above described land and shall be binding upon ourselves and future owners, encumbrances, their successors, heirs, or assignees and shall continue in effect until released by the authority of the Superintendent of Building of the City of Los Angeles upon submittal of request, applicable fees, and evidence that this Covenant and agreement is no longer required by law.

<b>CARTOGRAPHER'S USE ONLY</b>	Owner's Name(s) <u>James and Melanie Murez, husband and wife.</u>
	Owner's Signature(s) <u>[Redacted]</u> (or print) <u>[Redacted]</u> (sign)
	Two Officers' Signatures Required for Corporation <u>[Redacted]</u> (sign)
	Name of Corporation _____
	Dated this <u>06<sup>TH</sup></u> day of <u>FEBRUARY</u> 20 <u>14</u>

**SIGNATURES MUST BE NOTARIZED**

(STATE OF CALIFORNIA, COUNTY OF LOS ANGELES)

On Feb. 6, 2014 before me, Monique Rohwedder, Notary Public,  
personally appeared James and Melanie Murez, who proved  
to me on the basis of satisfactory evidence to be the person(s) whose names(s) is/are subscribed to the within instrument and  
acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s)  
on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature [Redacted] (Seal)

**FOR DEPARTMENT USE ONLY**

MUST BE APPROVED BY the Dept. of Building and Safety prior to recording

APPROVED BY: Larry Lee

PC-STR.Aff23 (Rev 01-04-2010)

Covenant for City Department \_\_\_\_\_  
To be completed for City owned property only.

Date: 2-6-2014



www.ladbs.org

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**20140148697**



Pages:  
0003

Recorded/Filed in Official Records  
Recorder's Office, Los Angeles County,  
California

02/11/14 AT 02:48PM

FEES:	18.00
TAXES:	0.00
OTHER:	0.00
PAID:	18.00



LEADSHEET



201402113350103

00008857050



006033177

SEQ:  
01

DAR - Counter (Upfront Scan)



**THIS FORM IS NOT TO BE DUPLICATED**

Recorded at the request of and mail to:

James Murez

(Name)

804 Main St., Venice, CA 90291-3218

(Address)

Date of Recording:

SPACE ABOVE THIS LINE FOR RECORDER'S USE

**TERMINATION OF COVENANT AND AGREEMENT**

(Pre-printed text shall not be changed except when done by an authorized Building and Safety employee.)

The Superintendent of Building of the City of Los Angeles does hereby terminate the covenant and agreement recorded on the 4th day of December, in the year, 2013, as Document Number 20131714853, or in Book \_\_\_\_\_ Page \_\_\_\_\_ Records of the County of Los Angeles, affecting the property legally described as follows: LEGAL DESCRIPTION: Lots 11, 12 & 13 of Burk's Place

which property is known as (ADDRESS): 804, 802 and 800 Main Street respectively  
as recorded in Book 15, Page 31, Records of the County of Los Angeles.  
Dated: This 4th day of February, in the year, 2014

Superintendent of Building

Branch Office ME1RO District Map \_\_\_\_\_ LADBS Aff. 20131714853  
This covenant and agreement can be terminated for the reason: Replacing it with two agreements, one for each building  
so each property's ownership remains separate. WITH AFFIDAVIT 2014133910 & 20140133309

Verified by: Lamplae

I am (We are) the owner(s) of the above-described property and do hereby approve the termination of the Covenant and Agreement. [www.ladbs.org](http://www.ladbs.org)

Owner's Name(s) James and Melanie Murez husband and wife.

Signature of Owner's Name(s)

Required for Corporations

Name of Corporation

Dated this 06TH day of FEBRUARY 20 14

**SIGNATURES MUST BE NOTARIZED**

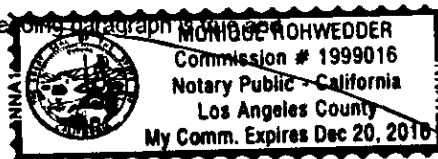
(STATE OF CALIFORNIA, COUNTY OF Los Angeles)

On Feb. 6, 2014 before me, Monique Rohwedder, notary public, personally appeared James and Melanie Murez, who proved to me on the basis of satisfactory evidence to be the person(s) whose names(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal

Signature \_\_\_\_\_ (Seal)



**FOR DEPARTMENT USE ONLY**

MUST BE APPROVED BY the Dept. of Building and Safety prior to recording

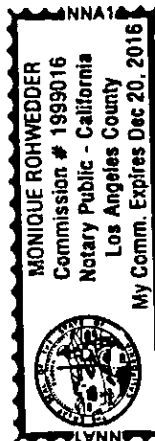
Covenant for City Department \_\_\_\_\_

To be completed for City owned property only.

APPROVED BY: \_\_\_\_\_ Date: 2-6-14

PC/STR/AF.35 (11/10/2008)

[www.ladbs.org](http://www.ladbs.org)



# California All-Purpose Acknowledgment

State of California

County of Los Angeles

S.S.

On February 6, 2014 before me, Vincent S. Lou Notary Public

personally appeared \_\_\_\_\_

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal



## OPTIONAL INFORMATION

Although the information in this section is not required by law, it could prevent fraudulent removal and reattachment of this acknowledgment to an unauthorized document and may prove useful to persons relying on the attached document

### Description of Attached Document

The preceding Certificate of Acknowledgment is attached to a

document titled/for the purpose of Termination of  
Lease and Agreement 800 802 801

containing 1 pages, and dated Feb. 4, 2014

The signer(s) capacity or authority is/are as:

- ☐ Individual(s)
- ☐ Attorney-in-fact
- ☐ Corporate Officer(s)

- ☐ Guardian/Conservator
- ☐ Partner - Limited/General
- ☐ Trustee(s)
- ☐ Other:

representing: \_\_\_\_\_

### Additional Information

#### Method of Signer Identification

Proved to me on the basis of satisfactory evidence:

- ☐ form(s) of identification
- ☐ credible witness(es)

Notarial event is detailed in notary journal on:

Page # \_\_\_\_\_ Entry # \_\_\_\_\_

Notary contact: \_\_\_\_\_

Other

- ☐ Additional Signer
- ☐ Signer(s) Thumbprints(s)





Rita Moreno <rita.moreno@lacity.org>

---

## Fwd: Proposed Venice BID & Residential Properties Zoned Commercial

---

Rita Moreno <rita.moreno@lacity.org>

Wed, Jul 27, 2016 at 2:23 PM

To: [REDACTED]  
Cc: Shannon Hoppes <shannon.hoppes@lacity.org>, Debbie DynerHarris <debbie.dynerharris@lacity.org>, Miranda Paster <miranda.paster@lacity.org>, Tara Devine <tara@devine-strategies.com>, Holly Wolcott <holly.wolcott@lacity.org>

Dear Mr. Kuel,

We received the letter and will send you a written response today via email and USPS. Please excuse the delay.

Thank you.

Rita

----- Forwarded message -----

From: **Holly Wolcott** <holly.wolcott@lacity.org>

----- Forwarded message -----

From: "William Kuel" <[REDACTED]>

Date: Jul 27, 2016 9:27 AM

Subject: Proposed Venice BID & Residential Properties Zoned Commercial

To: <Holly.Wolcott@lacity.org>, <councilmember.bonin@lacity.org>, <debbie.dynerharris@lacity.org>, <miranda.paster@lacity.org>

Cc: "Tara Devine" <tara@devine-strategies.com>

Hi, my wife and I mailed certified the letter and map below (also attached) on July 15 to everyone in the address line and have not heard any response as yet. Please contact us in some form to let us know if we have any options.

Thank you,  
Bill & Laura Kuel

July 14, 2016

Holly Wolcott, City Clerk  
200 N. Spring St., Room 360  
Los Angeles, CA 90012

**RE: Venice BID & 1307 Innes Place, Venice, CA 90291; APN: 4238011022**

Dear Ms. Wolcott,

Upon the advice of Tara Devine of Devine Strategies, this letter is addressed to you with copies sent to The Honorable Mike Bonin, Debbie Dyner-Harris, and Miranda Paster.

We are writing because of the proposed Venice BID and the adverse impact it will have on our property. Based upon the state and city laws that Ms. Devine has cited us, the inclusion of our property, along with the adjacent property at 120 Westminster (and many others, we're sure) strikes us as arbitrary and inherently unfair.

While the concept of a Venice BID is sound in principal, and apparently effective in other parts of Los Angeles and the rest of the country, it's application would place undue hardship on our ability to continue offering residential rentals. We have owned, lived in and managed a small fourplex, under rent control, in Venice for the past 20 years and, at present, lease out two of the units—both at below market rent.

The BID incorporates all commercial, industrial, and government-zoned parcels, but exempts all residential-zoned parcels except R4 and R5 (of which the Venice BID area has none, according to Ms. Devine). It is our misfortune that our parcel is, for whatever reason, zoned C4. The apartment building on our lot was built by Abbot Kinney in 1910 and has always, and only, operated as four small one- bedroom apartments. The larger multi-unit building next door at 120 Westminster has over a dozen units and is of similar age and always been used for residential purposes, but is zoned commercial as well.

Directly across the back alleyway (Park Row) from both buildings, there are two other multi-unit apartment buildings at 1302 & 1304 Pacific Ave., each with 7 or more units (we believe), but they are zoned residential. If you look at the enclosed proposed Venice BID map, you can see how they are exempted by a carved-out, zig-zag U-shape in our immediate area. Meanwhile, all the other parcels between Speedway and Pacific (all the way to Main on the other side of the Westminster dog park, including all the rest of Innes Place going northwest) are zoned residential and are exempt. Many of these properties are multi-unit rentals operated by absentee owners and/or professional management companies.

The proposed BID assesses our parcel not only on street frontage, but also on the alleyway, for a total of just under \$2,200 per annum. This represents a full 42% increase in our property taxes from 2014-15. Given the age of our fourplex, we are already hard-pressed financially to maintain the property in sound condition (which we do and will continue to, regardless). Also, in the interests of attracting and maintaining good long-term tenants, we have consistently offered the rental units at below market rents and do not raise the rents every 12 months, as we're allowed to under rent control. We occupy the other 2 units as our home.

At the same time, other multi-units in the area, including at least one of the aforementioned exempt buildings on Pacific, are running illegal Air BnB-type short-term rentals (this is another issue in itself, as many of their guests often party loudly late into the night, vomiting and urinating off the balconies). At least two of the originators of the BID proposal are being sued by the city for running illegal hotels. Their properties are not exempt, but if they were converted back to apartment buildings they would face larger tax bills, making it harder to offer affordable units. In any event, they are large beachside properties that I'm sure would command top rents. If you are interested in maintaining any semblance of affordable rental housing in Venice, you may wish to consider the impact of the BID on the small mom & pop residential operations such as ours that are included in the BID. Our current and future tenants will most likely have to share some or all of the brunt of the BID in terms of their monthly rent.

Our real dilemma is that there is apparently no redress under current state and city law to address our particular situation. I quote Ms. Devine:

"Here's what I do know:

- Regardless of whose decision it is, the City does not allow LA BIDs to include R-zoned properties within BID boundaries unless they are R4 or R5. (NOTE: There is currently no R4 or R5 within the area of the Venice BID; Venice may not even have any R4 or R5.)

- I have been told that R4 and R5 are eligible to be included and assessed because those zones allow mixed-use in LA (most commonly, this = residential over commercial.)

- Other cities in California interpret the state law differently.

- California BIDs are governed by the Property and Business Improvement District Act of 1994 (California Streets and Highways Code Section 36000 et seq.) (sic). The residential issue is (sic) in Section 36632(c), which states:

'Properties zoned solely for residential use, or that are zoned for agricultural use, are conclusively presumed not to benefit from the improvements and service funded through these assessments, and shall not be subject to any assessment pursuant to this part.'

- No further reasoning or guidance is given in the statute (so as with many laws, we are left open to interpretations.)

P.S. Note that **ZONING is the determinant and not use**. This is per state law, and no city in CA can abridge this without being in violation of state law. I suspect that your issue will circle back to this point."

We could stomach the assessment much easier if all properties in the proposed BID, meaning ALL multi-unit residential-zoned parcels, were included, but as such, we feel singled-out to have to, in effect, subsidize all these other exempt residential properties with the substantially higher property taxes we will face.

We would greatly appreciate any suggestions on options we may have, including seeking a zoning-change, if necessary. Other than the fact that our parcel is relatively close to the center of Venice near Windward Circle, where "downtown" Venice is or used to be, we don't know why our residential property was zoned C4 to begin with.

Thank you for your time and consideration.

Sincerely,

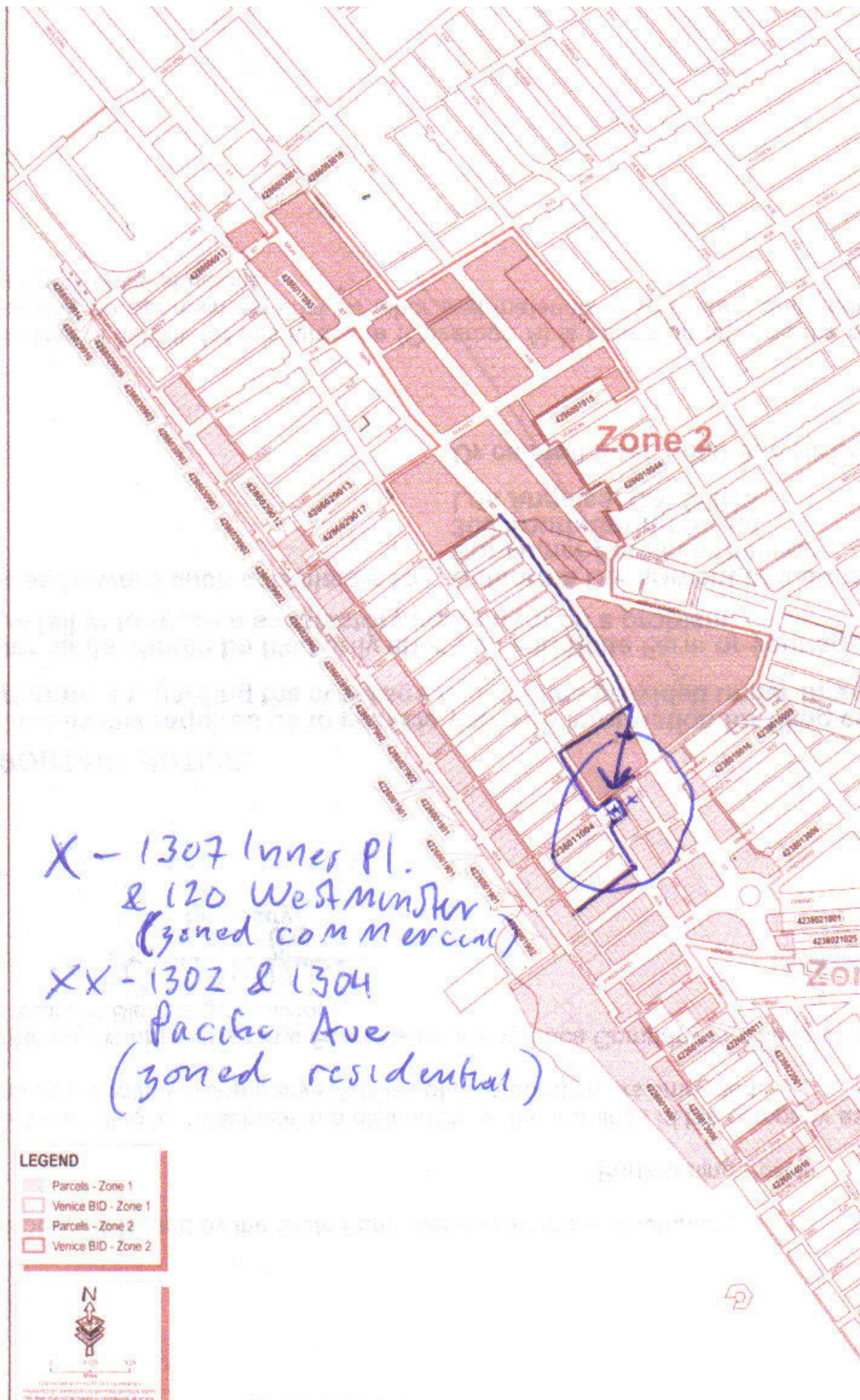
William & Laura Kuel

cc: The Honorable Mike Bonin; Debbie Dyner-Harris; Miranda Paster; Andrew Sanesi; Tara Devine



**Proposed Venice BID**  
City of Los Angeles







--  
Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130



Rita Moreno <rita.moreno@lacity.org>

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## Fwd: Proposed Venice BID & Residential Properties Zoned Commercial

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Rita Moreno <rita.moreno@lacity.org>

Wed, Jul 27, 2016 at 6:13 PM

To: [REDACTED]

Cc: Shannon Hoppes <shannon.hoppes@lacity.org>, Debbie DynerHarris <debbie.dynerharris@lacity.org>, Miranda Paster <miranda.paster@lacity.org>, Tara Devine <tara@devine-strategies.com>, Holly Wolcott <holly.wolcott@lacity.org>

Dear Mr. Kuel,

Please find attached the response letter from the Office of the City Clerk. The original will be sent via USPS.

Thank you.

Rita

On Wed, Jul 27, 2016 at 2:23 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

[Quoted text hidden]

[Quoted text hidden]



**Letter to William & Laura Kuel.pdf**

726K



HOLLY L. WOLCOTT  
CITY CLERK

SHANNON D. HOPPE  
EXECUTIVE OFFICER

# City of Los Angeles CALIFORNIA



ERIC GARCETTI  
MAYOR

OFFICE OF THE  
CITY CLERK

NEIGHBORHOOD AND BUSINESS  
IMPROVEMENT DISTRICT DIVISION  
200 N. SPRING STREET, ROOM 224  
LOS ANGELES, CA 90012  
(213) 978-1099  
FAX: (213) 978-1130

MIRANDA PASTER  
DIVISION MANAGER

[clerk.lacity.org](http://clerk.lacity.org)

July 27, 2016

William and Laura Kuel  
[REDACTED]

RE: Proposed Venice Beach Business Improvement District (BID) and 1307 Innes Place

Dear Mr. and Mrs. Kuel,

The Office of the City Clerk is in receipt of your letter, dated July 14, 2016, regarding property located at 1307 Innes Place, Venice, CA 90291 and the petition to establish the Venice Beach Business Improvement District. We have noted your concerns relative to the inclusion of the rent controlled property (Assessor's ID No. 4238 011 022) in the proposed Venice Beach Business Improvement District. The Office of the City Clerk, Neighborhood and Business Improvement District Division has confirmed that 1307 Innes Place, Venice, CA 90291 is a four-unit residential property built in 1910 and, therefore, subject to the Rent Stabilization Ordinance. It is zoned C4 for commercial use (LAMC Chapter 1 Article 2 § 12.16), and can be assessed if an Engineer determines it will receive a special benefit.

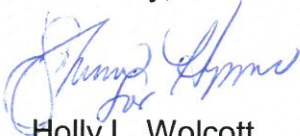
In regards to the assessing of all multi-unit residential-zoned parcels, unless said parcels are zoned for commercial or industrial use, Proposition 218 prohibits the levy of an assessment in the establishment of a Business Improvement District on parcels zoned solely residential. Further, the City Clerk does not have the authority to remove or add any properties in a Business Improvement District. We will forward your letter and this information to the Engineer who determined that the property will receive special benefit from the Venice Beach Business Improvement District.

You also requested suggestions or options you may have such as applying for a zone change. Information on the process can be obtained from the Department of Building and Safety, Case Management Section at (213) 482-6864. You can also find information and the application to determine if any costs associated with a higher property tax bill can be passed on to the tenants, on the Housing and Community Impact Department's website, under the Just and Reasonable Rent Adjustment Program (<http://hcidla.lacity.org/Just-and-Reasonable-Rent-Adjustment-Program>). In addition, the property is currently a non-contributing structure

adjacent to the Lost Venice Canals Historic District ([http://preservation.lacity.org/sites/default/files/Venice Districts 1 175 0.pdf](http://preservation.lacity.org/sites/default/files/Venice%20Districts%201%20175%200.pdf)). You may wish to consider restoring the property to qualify for historic designation (<http://preservation.lacity.org/commission>) through the City's Office of Historic Resources (<http://preservation.lacity.org/>), which can qualify you for a reduction in property taxes through the Mills Act or other preservation incentives (<http://preservation.lacity.org/incentives>), in order to maintain the historic character of the property.

If you have questions related to this letter, please contact Rita Moreno at (213) 978-1122 or via email: [rita.moreno@lacity.org](mailto:rita.moreno@lacity.org). Any questions about the proposed Venice Beach Business Improvement District should be directed to Tara Devine at [tara@devine-strategies.com](mailto:tara@devine-strategies.com).

Sincerely,



Holly L. Wolcott  
City Clerk

cc: Ed Henning, Certified Engineer  
Hon. Councilmember Mike Bonin

HLW:MP:rm



Rita Moreno <rita.moreno@lacity.org>

## Fwd: Proposed Venice BID & Residential Properties Zoned Commercial

Rita Moreno <rita.moreno@lacity.org>

Fri, Aug 5, 2016 at 2:16 PM

To: William Kuel <[REDACTED]>

Cc: Shannon Hoppes <shannon.hoppes@lacity.org>, Debbie DyerHarris <debbie.dyerharris@lacity.org>, Miranda Paster <miranda.paster@lacity.org>, Tara Devine <tara@devine-strategies.com>, Holly Wolcott <holly.wolcott@lacity.org>

Dear Mr. Kuel,

Pursuant to Proposition 218, assessments for special benefits must be supported by a detailed Engineer's report. It defines "special benefit" as "a particular and distinct benefit over and above general benefits conferred on real property located in the district or to the public at large." The special benefits for parcels in this proposed district are listed in the Management District Plan and Engineer's Report (ER). We are forwarding the ER to the Engineer to ensure that he is supporting the special benefits listed for your parcel.

The Engineer and the consultant, Devine Strategies, can assist you with more specific questions. Ms Tara Devine is copied on this message for follow-up.

Thank you.

Rita

On Fri, Aug 5, 2016 at 9:15 AM, William Kuel <[REDACTED]> wrote:

Thank you for your response.

One question, at this point:

The letter from Shannon Hoppes dated July 27, 2016 says our letter will be forwarded "to the engineer who determined that the property will receive special benefit from the Venice Beach Business Improvement District."

If the engineer determines that our residential property does not, in fact, receive "special benefit" from the BID, does he/she have the authority to remove our parcel from the assessed list or recommend same?

For that matter, what is the criteria to determine "special benefit?"

Thank you,  
Bill & Laura Kuel

----- Original Message -----

From: Rita Moreno

To: [REDACTED]

Cc: Shannon Hoppes ; Debbie DyerHarris ; Miranda Paster ; Tara Devine ; Holly Wolcott

Sent: Wednesday, July 27, 2016 6:13 PM

Subject: Re: Proposed Venice BID & Residential Properties Zoned Commercial

Dear Mr. Kuel,

Please find attached the response letter from the Office of the City Clerk. The original will be sent via USPS.

Thank you.

Rita

On Wed, Jul 27, 2016 at 2:23 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

Dear Mr. Kuel,

We received the letter and will send you a written response today via email and USPS. Please excuse the delay.

Thank you.

Rita

----- Forwarded message -----

From: Holly Wolcott <holly.wolcott@lacity.org>

----- Forwarded message -----

From: "William Kuel" <[REDACTED]>

Date: Jul 27, 2016 9:27 AM

Subject: Proposed Venice BID & Residential Properties Zoned Commercial

To: <Holly.Wolcott@lacity.org>, <councilmember.bonin@lacity.org>, <debbie.dyerharris@lacity.org>, <miranda.paster@lacity.org>



Cc: "Tara Devine" <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

Hi, my wife and I mailed certified the letter and map below (also attached) on July 15 to everyone in the address line and have not heard any response as yet. Please contact us in some form to let us know if we have any options.

Thank you,  
Bill & Laura Kuel

July 14, 2016

Holly Wolcott, City Clerk  
200 N. Spring St., Room 360  
Los Angeles, CA 90012

**RE: Venice BID & 1307 Innes Place, Venice, CA 90291; APN: 4238011022**

Dear Ms. Wolcott,

Upon the advice of Tara Devine of Devine Strategies, this letter is addressed to you with copies sent to The Honorable Mike Bonin, Debbie Dynner-Harris, and Miranda Paster.

We are writing because of the proposed Venice BID and the adverse impact it will have on our property. Based upon the state and city laws that Ms. Devine has cited us, the inclusion of our property, along with the adjacent property at 120 Westminster (and many others, we're sure) strikes us as arbitrary and inherently unfair.

While the concept of a Venice BID is sound in principal, and apparently effective in other parts of Los Angeles and the rest of the country, it's application would place undue hardship on our ability to continue offering residential rentals. We have owned, lived in and managed a small fourplex, under rent control, in Venice for the past 20 years and, at present, lease out two of the units—both at below market rent.

The BID incorporates all commercial, industrial, and government-zoned parcels, but exempts all residential-zoned parcels except R4 and R5 (of which the Venice BID area has none, according to Ms. Devine). It is our misfortune that our parcel is, for whatever reason, zoned C4. The apartment building on our lot was built by Abbot Kinney in 1910 and has always, and only, operated as four small one- bedroom apartments. The larger multi-unit building next door at 120 Westminster has over a dozen units and is of similar age and always been used for residential purposes, but is zoned commercial as well.

Directly across the back alleyway (Park Row) from both buildings, there are two other multi-unit apartment buildings at 1302 & 1304 Pacific Ave., each with 7 or more units (we believe), but they are zoned residential. If you look at the enclosed proposed Venice BID map, you can see how they are exempted by a carved-out, zig-zag U-shape in our immediate area. Meanwhile, all the other parcels between Speedway and Pacific (all the way to Main on the other side of the Westminster dog park, including all the rest of Innes Place going northwest) are zoned residential and are exempt. Many of these properties are multi-unit rentals operated by absentee owners and/or professional management companies.

The proposed BID assesses our parcel not only on street frontage, but also on the alleyway, for a total of just under \$2,200 per annum. This represents a full 42% increase in our property taxes from 2014-15. Given the age of our fourplex, we are already hard-pressed financially to maintain the property in sound condition (which we do and will continue to, regardless). Also, in the interests of attracting and maintaining good long-term tenants, we have consistently offered the rental units at below market rents and do not raise the rents every 12 months, as we're allowed to under rent control. We occupy the other 2 units as our home.

At the same time, other multi-units in the area, including at least one of the aforementioned exempt buildings on Pacific, are running illegal Air BnB-type short-term rentals (this is another issue in itself, as many of their guests often party loudly late into the night, vomiting and urinating off the balconies). At least two of the originators of the BID proposal are being sued by the city for running illegal hotels. Their properties are not exempt, but if they were converted back to apartment buildings they would face larger tax bills, making it harder to offer affordable units. In any event, they are large beachside properties that I'm sure would command top rents. If you are interested in maintaining any semblance of affordable rental housing in Venice, you may wish to consider the impact of the BID on the small mom & pop residential operations such as ours that are included in the BID. Our current and future tenants will most likely have to share some or all of the brunt of the BID in terms of their monthly rent.

Our real dilemma is that there is apparently no redress under current state and city law to address our particular situation. I quote Ms. Devine:

"Here's what I do know:

- Regardless of whose decision it is, the City does not allow LA BIDs to include R-zoned properties within BID boundaries unless they are R4 or R5. (NOTE: There is currently no R4 or R5 within the area of the Venice BID; Venice may not even have any R4 or R5.)

- I have been told that R4 and R5 are eligible to be included and assessed because those zones allow mixed-use in LA (most commonly, this = residential over commercial.)

- Other cities in California interpret the state law differently.

- California BIDs are governed by the Property and Business Improvement District Act of 1994 (California Streets and Highways Code Section 36000 et seq.) (sic). The residential issue is (sic) in Section 36632(c), which states:

'Properties zoned solely for residential use, or that are zoned for agricultural use, are conclusively presumed not to benefit from the improvements and service funded through these assessments, and shall not be subject to any assessment pursuant to this part.'

- No further reasoning or guidance is given in the statute (so as with many laws, we are left open to interpretations.)

P.S. Note that ZONING is the determinant and not use. This is per state law, and no city in CA can abridge this without being in violation of state law. I suspect that your issue will circle back to this point."

We could stomach the assessment much easier if all properties in the proposed BID, meaning ALL multi-unit residential-zoned parcels, were included, but as such, we feel singled-out to have to, in effect, subsidize all these other exempt residential properties with the substantially higher property taxes we will face.

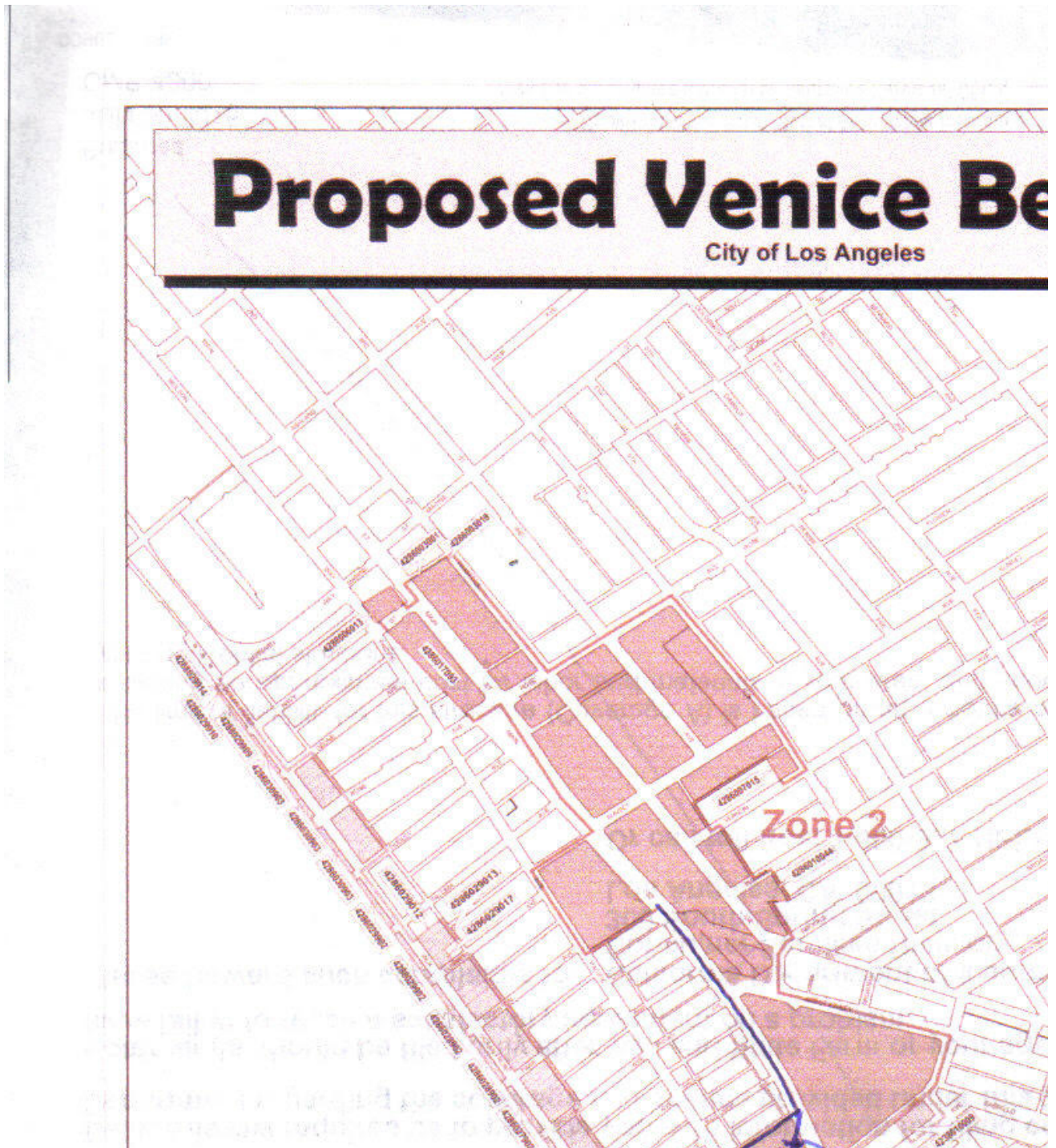
We would greatly appreciate any suggestions on options we may have, including seeking a zoning-change, if necessary. Other than the fact that our parcel is relatively close to the center of Venice near Windward Circle, where "downtown" Venice is or used to be, we don't know why our residential property was zoned C4 to begin with.

Thank you for your time and consideration.

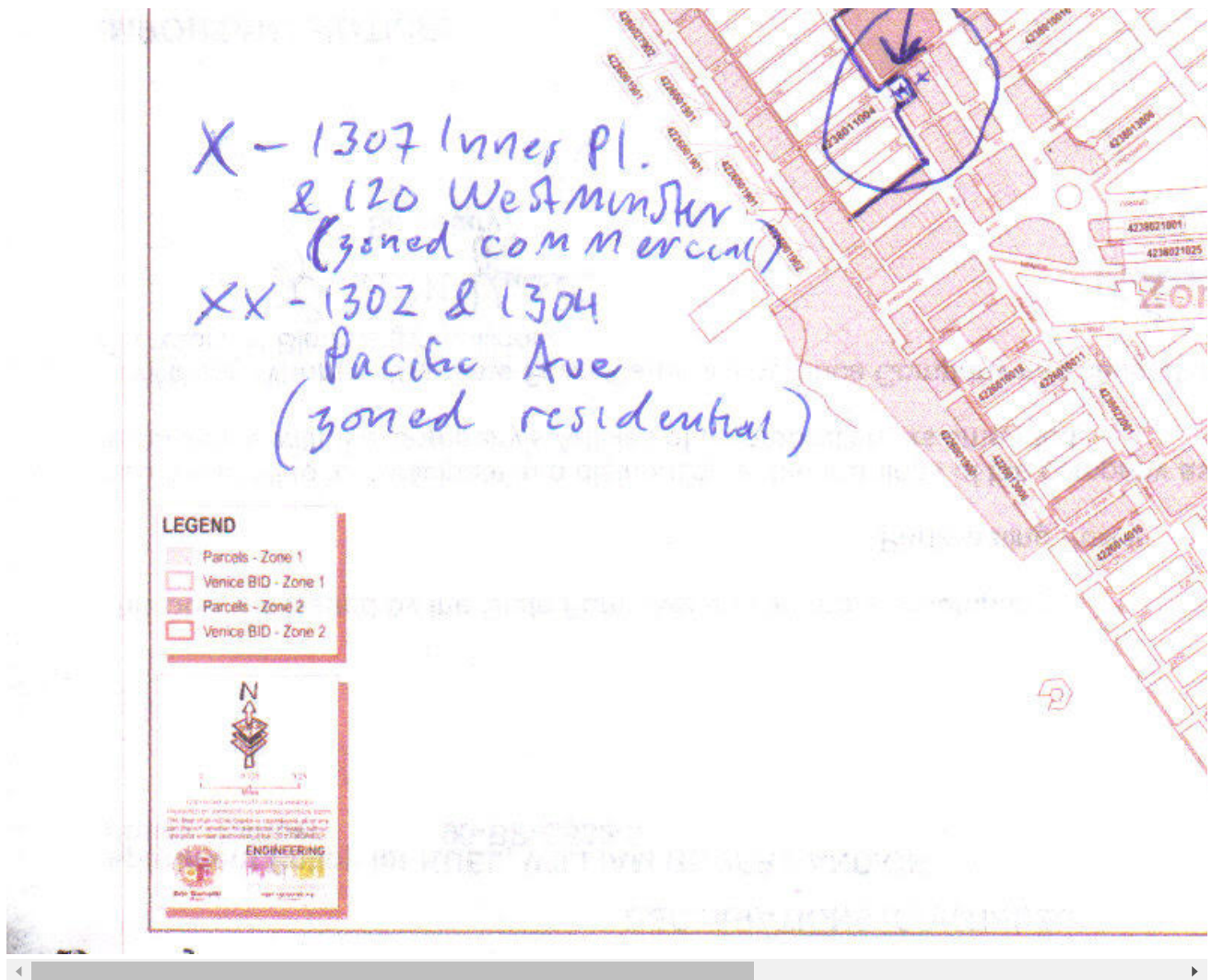
Sincerely,

William & Laura Kuel

cc: The Honorable Mike Bonin; Debbie Dyner-Harris; Miranda Paster; Andrew Sanesi; Tara Devine







—  
Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
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—  
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—  
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Los Angeles, CA 90012

Office (213) 978-1122  
Fax (213) 978-1130



Rita Moreno <rita.moreno@lacity.org>

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## Fwd: Proposed Venice BID & Residential Properties Zoned Commercial

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Tara Devine <tara@devine-strategies.com>

Tue, Aug 9, 2016 at 4:12 PM

To: William Kuel <[REDACTED]>

Cc: Rita Moreno <rita.moreno@lacity.org>, Shannon Hoppes <shannon.hoppes@lacity.org>, Debbie DyerHarris <debbie.dyerharris@lacity.org>, Miranda Paster <miranda.paster@lacity.org>, Holly Wolcott <holly.wolcott@lacity.org>

Dear Bill:

It has been some time since we last spoke, but I wanted to respond to your most recent questions. Please keep in mind, as we discussed during the petition stage, it is zoning and not use that guides assessment district formation. In many communities across California, zoning and use are not consistent. Conditional uses, legal non-conforming uses, variances, etc. are also all part of the landscape that causes differences between zoning and use.

1) No, neither the Engineer nor I can remove your parcel from the proposed BID.

2) Here are some excerpts from the Engineer's Report that address the special benefits conferred on your multi-tenant residential use property (zoned commercial):

- "Special benefit" as defined by the California State Constitution means a distinct benefit over and above general benefits conferred on real property located in the District or to the public at large.

- The property uses within the boundaries of the BID that will receive special benefits from BID funded programs and services are currently a mix of commercial, industrial, government and residential. No parcels within the District are zoned solely residential. Services, programs and improvements provided and funded by the BID are primarily designed to provide special benefits as described below to identified assessed parcels and the array of land uses within the boundaries of the District.

- For residential parcels and residential portions of mixed use parcels within the BID (all located on commercial or industrial zoned parcels), it is the opinion of this Assessment Engineer that each of these parcels and uses specially benefit similarly to commercial/industrial parcels, from the clean and safe and district identity and special project programs designed to improve the cleanliness, security, marketability and livability of these parcels and residential units on them. Since the majority of residential units within the Venice Beach BID are used as business enterprises, live/work units, rental units, or vacation rental units whether single family units, apartments or residential condominiums, it is the opinion of this Assessment Engineer that each residential unit shall be treated as an existing or potential for-profit business enterprise, live/work unit, rental unit, or vacation rental unit. As such, the proportionate special benefits conferred on all residential parcels and units shall be considered similar to those conferred on commercial/industrial parcels within the Venice Beach BID. For these parcels, BID programs, services and improvements are designed to increase residential rental occupancies, rental income and return on investments. These programs, services and improvements are designed to improve commerce, security and aesthetic appeal for tenants, visitors and landlords of these parcels within the Venice Beach BID by reducing crime, litter and debris and increasing the safety and attractiveness of residential rental units within the BID and the nearby array of tourist related goods, services and activities, all considered necessary in a competitive properly managed tourist-based business district.

Please let me know if you'd like to discuss this further.

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St.,#110-293  
Los Angeles, CA 90015  
310.430.5121  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

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